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Story of Goleta Valley

(AN INTRODUCTION)

By OWEN H. O'NEILL

Santa Barbara County Engineer, and Grandson of Original Grantee of
La Goleta Rancho.

On the 10th day of June, 1846, the Mexican Government granted to Daniel A. Hill, a Massachusetts Yankee who arrived in California in 1823, a tract of land called Rancho La Goleta, and containing 4426 acres or a square league of land. This grant was signed by Pio Pico, the last Governor under the Mexican administration in California, this title was finally confirmed by the United States on the 10th day of March, 1865, and signed by President A. Lincoln. The name La Goleta meaning "The Schooner" and said to have been given to the grant because a schooner had been built, wrecked or anchored in Goleta Slough some time in the early history of the valley.

On the 18th day of April, 1842, the Mexican Government granted to Nicolas A. Den (an Irishman), a son-in-law of Daniel Hill, a tract of land called "Rancho de Los dos Pueblos," meaning "The Two Villages" (Indian Villages, one on each side of Dos Pueblos Creek) near the present town of Naples. This grant, which was signed by Mexican Governor J. B. Alvarado, contained 15,534 acres or about four square leagues, and was finally confirmed to Nicolas A. Den on the 23rd day of February, 1877 by the United States Government, and signed by President U. S. Grant.

The original Townsite of Goleta was at the intersection of Patterson Avenue with Hollister Avenue, the town at one time had a two-story building, the lower story a general store which also contained the Post Office on the ground floor and a dance hall and meeting place in the second story. There was also a general blacksmithing and wagon shop, a church, now the 4-H clubhouse, a schoolhouse across the road on the More Ranch, opposite the end of Patterson Avenue, afterwards moved to the lot next to the present Telephone Station, a shoe shop, a butcher shop, a Chinese laundry, a theatre called Sexton's Hall, and one or two other small business enterprises.

About this time the railroad entered the Valley and Subdivisions suddenly began to cover the Coast area, and La Goleta of the present day began to see the light by the filing of a "Map of Townsite of La Goleta," made by Geo. F. Wright, civil engineer, September 1, 1887 and filed in Book B, Page 561, Miscellaneous Records of the Recorder's Office of the County of Santa Barbara, this map was filed on April 17, 1888 which may be considered the Birthday of the New Town of Goleta.

This subdivision contained 17 blocks, 15 of those blocks contained 12 lots each and five blocks contained six lots each. All the subdivision was on the south side of the County Road (Hollister Avenue) next to Fairview Avenue, not then in existence, it had four avenues running north and south and named as follows: Lemon, Orange, Magnolia and Pine Avenues, and four streets running east and west and named Gaviota, Rutherford, Freemont and Thompson streets. All streets and avenues were 66 feet wide. Later on all streets and avenues south of the north boundary of Rutherford, and all streets and avenues west of the west boundary of Orange, including lots in that area were abandoned by the Board of Supervisors.

On November 7, 1927, a subdivision named Goleta Center was filed and added to the Town on the north side of Hollister Avenue, this addition was filed in Book of Maps 15, Pages 14 and 15, County Recorder's Office. This subdivision consisted of 77 lots and the following avenues: Tecolote (Screech Owl), Armitos, Aguila (Eagle) and Gato (Cat) avenues, they were 40 feet wide. The owners who signed the subdivision

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map were: Los Angeles First National Trust & Savings Bank, Mary O'Brien and Kate Kelly.

In October, 1930, a deed was given to the County of Santa Barbara for the following avenues west of Goleta Center and on the north side of Hollister Avenue, Orange, Magnolia, Nectarine and Mandarin Avenues, the deed being signed by J. B. Den, Frank and Laura Dow and Lolita P. Pico and filed in Book of Deeds 223, Page 251, County Recorder's Office, Santa Barbara County, the last deed made no mention of lots or blocks, but several maps have been filed showing the different parcels and lots, and also avenues. All the subdivisions, parcels, streets, avenues, blocks and lots mentioned heretofore, were within the original La Goleta Grant.

Robert E. Smith and F. E. Dow, his partner, foresaw the possibilities of making a thriving town centered in that location, so they bought the land from Mr. J. B. Den and Rudolph Lasarzig and immediately set about laying out streets, erecting business buildings and procuring merchants to occupy them. The success of the pioneer merchants has attracted others until today Goleta boasts of over 65 merchants.

In August, 1928, a map was filed called the Oakley Bonetti Tract in Book of Map 19, Page 98, this subdivision adjoined Hollister Avenue on the south side and west of Fairview Avenue, and was all in Los Dos Pueblos Grant and contained 46 lots, those lots are on the north side of the Goleta Airport. The original name of New Goleta and adjacent territory was La Patera (a place for ducks). The development of Goleta was hastened by the discovery of the Ellwood Oil Fields in 1928.

The Goleta grant remained as a large holding during the lifetime of the original grantee with few exceptions, but after his death in 1865 it rapidly passed into the hands of pioneers from the eastern states who recognized the possibilities of the valley and bought tracts varying from a few acres to one parcel of about 2000 acres.

Among those pioneer purchasers were the following:

T. W. More, April 2, 1856, what is known as the More Ranch. He was son-in-law of Daniel Hill; Jos. Sexton, May 22, 1868, the pioneer nurseryman of this section of California; A. C. Scull, October 5, 1866, a farmer; Shaw, June 12, 1868; J. Shoup, December 31, 1873; Hough, April 30, 1873; Dunnoch, November 27, 1874; F. Lehner, January 9, 1875, father of Miss Lehner, first superintendent of schools of the gentler sex; Tucker, October 21, 1878, one of the rescuers of Donner party, and the donor of the County Park, Cathedral Oaks or Tuckers Grove. Steven Rutherford, F. E. Kellogg, Jas. Anderson, B. F. Pettis, S. Fast, and many others that followed.

The richness of the soil was soon recognized as adapted to the raising of a variety of agricultural and horticultural products. Lima beans, corn, grain, walnuts, apricots, prunes, were planted extensively and up to the coming of the railroad a great deal of it was hauled to the Old Goleta Landing Wharf for shipment to San Francisco and other points. A great deal of rock asphalt was mined along the coast of the Goleta Grant and shipped by boat to San Francisco for paving purposes on the old Santa Maria, Bonita, Santa Cruz, Alex Duncan, small steamers that called at all the small ports along the coast, most of those landing have been non-existent for many years.

The citrus industry has, in the last few years been foremost in this area and a large packing plant has been built just opposite the old Daniel Hill Home, this industry has added to the wealth and population of the valley. Many people of wealth are purchasing estates in the old grant and broadcasting the news about the great desirability of our valley for residential purposes.

It may be of interest to know that within the territory served by the Town of Goleta, the following schools existed where now the Goleta Union School serves: At Cathedral Oaks, Patterson Avenue just north of Hollister Avenue, south of Hollister Avenue, opposite Patterson, near the north end of La Patera Lane.

Many of the old pioneers have passed on but the romance of the early days in Goleta Valley is being carried forward by those who remain.

The future of the valley is secured by its wonderful resources, its unequalled climate and the variety of its scenery, the mountains, hills and valleys and its ocean shore.

Today, the Town of Goleta is the busy center of a thriving California Valley and contains a Branch Bank, Lumber Yard and Mill, several stores, Machine Shops, Auto Courts, a weekly newspaper, the Goleta Valley Leader, a Garage and Filling Stations, Restaurants, Auto Agency, a Physician, Hotels, Grocery Stores and Blacksmiths and Wagon Shop, Implement Supply, and other business firms, and a fine Grammar School with a daily attendance of about 350 pupils and 10 teachers, two Protestant and a Catholic Church serve the needs of the people. The distance to Santa Barbara is about eight miles over an excellent paved State Highway (Hollister Avenue) (U. S. 101) and the Valley roads are paved and furnish communication towards the east, west and north. The Southern Pacific Railroad has a depot about a mile east of the townsite.

The Goleta Airport is a port of call for the United Airliners. Stages also furnish a rapid means of communication to all parts of the state.

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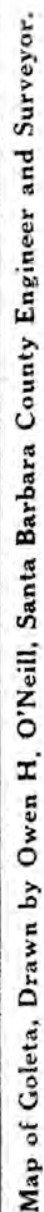
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ADAMS, Mrs. Beatrice, homemaker, RFD 1 Goleta.
ADAMS, Ronald T. (Germaine) fisherman, PO Box 334, Goleta Beach.
AGUIRRE, Manuel, Doty Canyon.
AKEIS, George E. oil worker, PO Box 641, Goleta.
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ALEGRIA, Laurence, farmer, Refugio Canyon, R 1 Goleta.
ALEGRIA, Mrs. P. rancher, Refugio Canyon, R 1, Goleta.
ALKIRE, Simon (Oma O.) laborer, RFD 1, Goleta.
ALIVERTI, Antonio (Clotilda) restr. 536 State St., r 428 E. Anapamu. Phone 21291.
ALLCOTT, Miss Mamie, homemaker, 109 Patterson Avenue.
ALLEN, Eugene L. (Gail C.) oil worker, PO Box 243, Goleta.
ALLEN, James E. carpenter, Gen Hospital, S. B.
ALLEN, Mrs. Ruth B., trustee Hope School, Hope Avenue, S. B.
ALLEN, Worth, farmhand, Los Dos Pueblos Ranch, Goleta.
ALVARADO, P., Box 682, Goleta.
ANDERSON, Barbara, homemaker, Camel Court, Hollister Avenue. Phone 83001.
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ANDERSON, James A. Jr. (Jessie B.) custodian and bus driver, RFD 1 Box 64, Goleta.
ANDERSON, John (Opal) landscape gardener, Route 1, Box 186.
ANDERSON, John L. truck driver, 101 Sherwood Dr., S. B.
ANDERSON, Robert (Christina) gardener, Fairview Avenue, Gen. Del., Goleta.
ANDERSON, Samuel L. (Viola) COURT OPERATOR, CAMEL COURT, Hollister Avenue, Goleta, PO Box E-1. Phone 83001.
ANDERSON, Sydney A., county farm advisor, Vieja Rd., Hope Ranch. Ph. 22689.
ANDERSON, Walter (Thora) laborer, Kellogg Avenue, Box 304, Goleta.
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ANDREWS, Paul, oil man, 230 Turnpike Rd., S. B.
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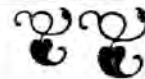
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BACKUS, Standish Jr., "La Ladera" The Hillside, Estrella Drive and Cantera Avenue. Phone 22111.
BAKER, L. Jack, Vista Buena Road.
BARR, Claude H., Via Tranquilla and Allegre. Phone 4861.
BARR, George J., Modoc Road. Phone 22464.
BETTENCOURT, Frank, Highway 101. Phone 24182.
BISHOP, J. L., Vista Buena Road. Phone 6852.
BLONIEN, Mrs. Louise, Modoc Road. Phone 25742.
BRAMLAGE, Jack, Via Presada. Phone 24255.
BREMNER, Carl St. J., Esperanza via Tranquila Drive. Phone 25574.
BRUNNER, Arnold W., Arboleda Road. Phone 26236.
BRYCE, Peter Cooper, "Florestal" Roble Drive. Phone 3312.
BUTCHER, W. P., Los Palmas Drive. Phone 25972.
BYLLING, Paul, "Sparkling Water," Cuervo Avenue. Phone 25319.
CARPENTER, E. E., Via Roblada. Phone 24541.
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CHASE, Major Guy R., "Ranchito de la Laguna" Little Ranch of the Lake, Preseda and Las Palmas Drive. Phone 25329.
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CLARE, Arthur, Los Palinas Drive.
CORBY, George, Modoc Road. Phone 22544.
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ANDREATA, David, kitchen help.
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BABCOCK, Dwight, janitor, r 116 W. Ortega St., S. B. Phone 25259.
BASABE, Joseph, orderly, 327 W. Montecito St. Phone 24637.
BERGH, Lilly, waitress, r 1115 Anacapa. Phone 24404.
BIANCHIN, Louise, laundry, 25 Ashley Ave., S. B.
BIRDWELL, Marian, office, 1921 State St., S.B. Phone 7266.
BRADFIELD, Bernice, pharmacist, S. B.
CALDER, Robert, gardener, 721 E. Gutierrez St., S. B.
CARLSON, Eunice, nurse, S. B.
CERATE, Julia, laundry, S. B.
CLARK, Emily F., nurse.
COLDREN, Mrs. Bertha, attendant, 1033 Castillo St., S. B. Phone 23276.
COLVERT, Allena E., superintendent of nurses.
COWAN, James, janitor, r 109 Ortega St., S. B.
COX, Martha M., office telephone operator, r 309 Encinal, S. B. Phone 2264.
CRIST, Sam, assistant engineer, r 2332 Rancheria St., S. B.
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FALSTAD, Betnard, orderly.
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FORTUIN, Mrs. Helen, nurse, r 322 E. Victoria St., S. B. Phone 27728.
FRASER, Mrs. Lillian, assistant, social service clinic, r 211 W. Mission St., S. B. 21899.
FREEMAN, Lloyd, janitor.
GLANZE, Floy, housekeeper, Route 1, Fairfax and La Cumbre. Phone 27377.
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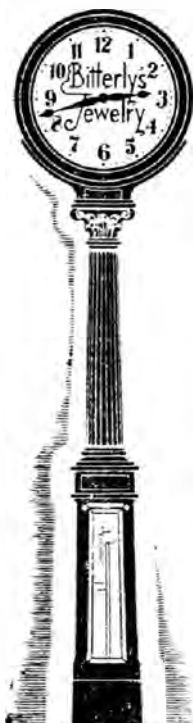
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ELECTRICAL CONTRACTING — Call 83961

EFFICIENCY-DEPENDABILITY (Harvey C. Hammond) COAST ELECTRIC COMPANY

U.S. FORESTRY SERVICE HDQTS., Federal Bldg. Phone.....28158
 Main Camp, CCC, Los Prietos Camp, Los Prietos83886
 U. S. POST OFFICE (CHARLES BEGUHL, Postmaster) Goleta. Phone 8239.
 VANDEVER RIDING SCHOOL, Hope Ranch Park. Phone 23586.
 VANDEVER, Virgil E. (Annie F.) oilworker, 4961 Hollister Ave. Phone 22697.
 VanDYKE, John C. (Helen B.) farmer, Box 395, Route 1, S. B. Phone 83323.
 VANEGAS, Monte, instructor, Vandever stable, Hope Ranch.
 Van EMMON, Roy E., farmhand, Ellwood.
 Van RENSSLAER, Mrs. Myra R., teacher, Hope School, Hope Ranch. Phone 22250.
 Van ZANDT, Lee, Sunset Rd. and Hope Ave.
 VENTIONER, Isaac P. (Dora S.) merchant, RFD 1, Goleta.
 VENZOR, Paul H., laborer, Tecolote Ranch, Goleta.
 VENZOR, Pedro Hernandez, laborer, Tecolote Ranch, Goleta.
 VENZOR, Mrs. Tillie, housewife, Gen. Del., Goleta.
 VENEZOS & YBARRA, Box 634, Goleta.
 VIZZOLINI, Harry J. (Mary) Bank of America, Goleta, r 411 E. Anapamu St., S.B.
 Phone 6247.
 VOGEL, John E. (Marguerite) machinist, Gen. Del., Goleta. Phone 83591.
 VOGT, Leroy W. (Myrtle) mechanic, r Nectarine Ave.

FOR THE BEST IN DAIRY PRODUCTS

Phone **8264**

SAN MARCOS and MONTECITO DAIRY

WADE, John K. (Martha H.) farmer-trustee Ellwood Union School, RFD 1, Goleta.
 WADE, Stanley, student, Route 1, Goleta.
 WADE, Wilfred, student, Route 1, Goleta.
 WAGGONER, Estel, 127 Sherwood Dr., S. B.
 WAGGONER, Roy (Ada L.) oil worker, RFD 1, S. B. Sherwood Dr.
 WAGGONER, William T. farmer, RFD 1, S. B.
 WALKER, Fred H., mechanic, RFD 1, S. B.
 WALKER, Mrs. Gladys A., homemaker, RFD 1, S. B.
 WALLACE, Robert A., mechanic, Gen. Del., Goleta.
 WARE, Hiram, Box 43, Goleta.
 WARE, Orie, oilworker, Box 43, Goleta.
 WARE, William, gardener, General Hospital, S.B.
 WARNER, John W. (Helen E.) guide, El Sueno Rd., RFD 1, S.B. Phone 28075.
 WARRECKER, Mrs. Grace D., housewife, Route Box 79, Goleta.
 WATERS, Homer L. (Minnie) carpenter, PO Box 667, Goleta.
 WATSON, James H. (Margery) assistant manager for United Airlines. PO Box 357.
 r 415 W. Figueroa Street, S. B.
 WATSON, Richard D., tractors, Gen. Del., Goleta.
 WEATHERBEE, Alfred P. (Mary) mail carrier, Armitos Street, Goleta. Phone 83122.

FOR THE BEST IN DAIRY PRODUCTS

Phone **8264**

SAN MARCOS and MONTECITO DAIRY

WEBB, Vernon (Freda) rancher, RFD 1, S. B. Phone 83932.
 WEBSTER, William, Holt Bros., Goleta.
 WELBORN, John R. (Bertha A.) blacksmith, Turnpike Rd., RFD 1, S.B. Phone 83572.
 WELBORN, Mrs. Lillian A., merchant, RFD 1, S. B. Phone 83091.
 WELBORN'S CAFE (MRS. L. WELBORN, Prop.) Turnpike and Hollister. Ph. 83091.
 WELCH, Harold O. (Bessie L.) U. S. Forest Service, Star Route, S. B.
 WENGREN, Miss Selma A., nurse, General Hospital, S.B.
 WESTAFER, Roy C., chef, San Marcos Trout Club.
 WESTERN UNION (Agency at the CRISSIE CAFE, Goleta) Phone 8200.
 WESTERN WELDING CO. (Bob Giffin, Prop.) Goleta. Phone 8250.

For MAJOR ELECTRICAL APPLIANCES, See Your Local Dealer in Goleta
COAST ELECTRIC COMPANY Dial 83961

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\$3.00
DOUBLE

\$4
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Clean
\$1.00 Hotel
of Los Angeles

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WESTFALL, George F., oilworker, RFD 1, Goleta.
 WESTFALL, Linder C. (Martha) oilworker, RFD 1, Goleta.
 WESTFALL, Mrs. Rose C., drapery work, Fairview Ave, Route 1, Goleta. Ph. 83375.
 WETLESEN, Raymond H., rancher, Magnolia Ave., PO Box 602, Goleta. Ph. 84171.
 WHEELER, Edgar L. (Zola) paper carrier agent, Fairview Ave. Phone 83662.
 WHEELER, George (Anna) mechanic, Route 1, Goleta.
 WHEELER, George E. (Gertrude) farmhand, Ellwood.
 WHEELER, Joseph G. (Una) driller, San Marcos Lane, S.B. Phone 83512.
 WHEELER, Laurence (Hilda) cafe owner, Ellwood, Goleta. Phone 8208.
 WHEELER'S INN (LAWRENCE and HILDA WHEELER, props.) Ellwood, Highway 101, Goleta. Phone 8208.
 WHEELER, Marshall, student, S. B. State College, Route 1, S. B.
 WHITE SPOT CAFE (MR. and MRS. BOYD LIND, props.) Hollister Ave., Goleta.
 WHITE SPOT SERVICE STATION (H. S. SWEENEY, Prop.) Hollister Ave., PO Box 83, Goleta. Phone 8204.
 WHITNEY, Emory H. (Jewell) Ford auto dealer Hollister Ave., Goleta. Phone 8270....
 r Hollister and Chapel, PO Box M-1, Phone 83651.
 WHITESIDE, Carmon, building contractor, Ocean Terrace, Goleta.
 WHITESIDE, Joe (Daisy M.) laborer, Box 382, Goleta.
 WHYMAN, Theodore H., laborer, Route 1, Goleta.
 WILKINS, Dave (Kythryn) RFD 1, S. B.
 WILLEY, George R. (Catherine) carpenter, PO Box 41, Goleta. Phone 83542.
 WILLIAMS, Miss Eleanor, RFD 1, Goleta.
 WILLIAMS, Esther, Box 684, Goleta.
 WILLIAMS, James G. (Florence) farmer, RFD 1, Goleta.
 WILLIAMS, James S., salesman, RFD 1, Goleta.
 WILLIAMS, Ralph S. (Marian L.) rancher, RFD Box 100, Goleta.
 WILLIAMS, Thomas L. (Bobbie) farmer, RFD 1, Goleta.
 WILLIAMS, Wayne C., dairy, Ellwood Dairies, Goleta.
 WILLIAMSON, James (Edna) poultry and egg dealer, 36 Auhay Dr. Phone 27217.
 WILLIAMSON, William G., farmer, Eucalyptus Lane. Phone 84164.

FOR THE BEST IN DAIRY PRODUCTS

Phone **8264**

SAN MARCOS and MONTECITO DAIRY

WILLIAMS, Carl W. (Luella) general work, Route 1, El Sueno Rd.
 WILMS, R. B. (Cesta) sec-foreman S. P. at Naples. Phone 83795.
 WILSON, Mrs. Eva L., hospital superintendent, General Hospital, S.B. Phone 6167.
 WILSON, Glenn A., mechanic, Box 199, S.B.
 WILSON, Harriet.
 WILSON, Irvin, nurse, RD 1, Goleta.
 WILSON, Robert B., farmer, Gen. Del., Goleta.
 WILSON, R. V., retired, RFD 1, 93 Sherwood Dr. Phone 21457.
 WIMAN, C. D., Deer Lodge, San Marcos Pass. Phone 83773; Deer Ranch, San Marcos Pass, Phone 83732.
 WINNIFORD, Mrs. Della, housewife, RD 1, Goleta.
 WINNIFORD, Donald B., laborer, RFD 1, Goleta. Phone 84307.
 WINNIFORD, Laurence F., laborer, RFD 1, Goleta.
 WINSTROM, Elmer E. (Catharyn) electrician, r Rosario Park. Phone 83724.
 WINTERS, Mrs. Sarah N., housewife, Gen. Del., Goleta.
 WINTERTON, Glen E. (Ingeborg Gene) nurse, Turnpike Rd., S. B.
 WITTER, Howard W., student, Gen. Del., Goleta.
 WITTER, Mrs. Laura A., housewife, Patterson Ave., Gen. Del., Goleta. Phone 83554.
 WITTER, Miss Violet, stenographer, Gen. Del., Goleta.
 WOLFE, George O., farmer, RFD 1, Goleta.

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 EFFICIENCY-DEPENDABILITY (Harvey C. Hammond) **COAST ELECTRIC COMPANY**

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IN GOLETA
**FRED ROLANDS BARBER
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For a Fine Shave and Haircut
Next Door to Coast Electric Company
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Santa Barbara

● **LANDSCAPING**

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22 W. Figueroa Santa Barbara

● **LUMBER & MILL**

**GANAHL LUMBER
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and SUPPLIES
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WRECK WORK, AUTO PAINTING
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106 E. Montecito St. Ph. 5953
Santa Barbara

● **RADIO SERVICE**

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SERVICE - - -**

Distributor for
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Complete Repair Service
ALL WORK GUARANTEED

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LEATHERMAN & YEAGER

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The

REBER STUDIO

Interiors

ANTIQUES — FURNITURE AND DRAPERIES

Consultation by Appointment

TELEPHONE 84111

GOLETA, CALIFORNIA

WOOD, Floyd D., cook, Los Prietos Camp.
 WOOD, Vincent E., San Marcos Pass. Phone 83726.
 WOOD, W. H. (Emma) farmer, Doty Canyon. Phone 83784.
 WOODS, Paul E., teacher, Goleta Union School, r 1134 W. Arrellaga St., S.B. Phone 7835.
 WOODWARD, Percy L. (Jean) farmer, RFD 1, El Sueno Rd., S.B. Phone 26641.
 WOOL, William, janitor, General Hospital.
 WOOLWORTH, L. J., Cieniegatas Rd. Phone 24581.
 WORSHAM, William P. (Maude) welder, Paradise Camp Ranger Station.
 WRIGHT, Harold S., farmer, Cieniegatas Rd. Phone 21225.
 WRIGHT, Mrs. Larisa, Route 1, Box 100A, Goleta.
 WYLIE, Herbert G. (Amelia) owner Dos Pueblos Ranch. Phone 83851.
 WYMAN, T. H., Route 1, Goleta.
 YOUNG, Clarence, barber, Hollister Ave., Goleta.
 YOUNG, Daniel R., barber, PO Box 631, Goleta.
 YOUNG, John, PO Box 342, Goleta.
 YOUNT, John (Mary A.) tractor driver, RFD 1, Goleta.

FOR THE BEST IN DAIRY PRODUCTS

Phone

SAN MARCOS and MONTECITO DAIRY 8264

ZANDONA, Emma, bookkeeper, San Marcos & Montecito Dairy, Campbell Ranch.
 ZANESCO, Joseph Jr., chauffeur, St. Vincent's School.
 ZILLOTTO, Giacomo (Catherine) dairyman, San Marcos & Montecito Dairy, Campbell Ranch. Phone 8264.
 ZIMMERMAN, E. L., Honolulu Oil Corp., Box 656, Goleta.

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ELECTRICAL CONTRACTING

Call 83961

EFFICIENCY-DEPENDABILITY (Harvey C. Hammond) COAST ELECTRIC COMPANY

PRINTING



82821

The Goleta Valley Leader

... maintains a complete commercial printing plant, in which this directory was composed, printed and bound. We will be glad to estimate any job for you from a calling card to catalog or book.

**Two Thousand Satisfied Customers
Can't Be Wrong**

FACTS ABOUT INDUSTRIES IN GOLETA VALLEY

WALNUTS

The Santa Barbara County Walnut Growers Association is the oldest farmers organization in the County, having been in operation since 1896.

The Association handles practically all of the walnuts grown in Santa Barbara and San Luis Obispo Counties. The average crop is 30,000 bags annually and average value about one-half million dollars per year.

During the fall season over 1500 people are needed to harvest and pack the crops.

LIMA BEANS

The Goleta Lima Bean Growers Association organized in 1916.

They pack and ship the major portion of the Lima Beans produced in Santa Barbara County.

The average production is from 40,000 to 50,000 bags valued at about \$200,000 annually.

Ventura and Santa Barbara Counties produce most of the United States supply of the dry Lima Beans.

CITRUS—LEMONS

The Goleta Lemon Growers Association was incorporated in 1935, and started operating in July, 1936 with a packing plant, 63 growers and 700 acres.

In its fourth year, the Association has made great strides in progress, with a new addition to its storage plant, which is the newest and most modern in the citrus packing business.

The Association now has 150 growers and 1600 acres, and can accommodate 900 cars per season, equal to 406 boxes to a car with an average of 360 lemons per box, storing 325 cars, or 215,000 boxes.

Hundreds of cars of the finest grade of lemons including the famous "Sunkist" are shipped to all over the United States and exported as far as London and Europe.

ELECTRICAL CONTRACTING

Call 83961

EFFICIENCY-DEPENDABILITY (Harvey C. Hammond) COAST ELECTRIC COMPANY

HOW TO MAKE CORRECTIONS IN GOLETA'S FIRST DIRECTORY

Inasmuch as this is the FIRST and ONLY Directory ever published for Goleta Valley, including Hope Ranch which is listed separately, the publishers feel they owe its readers and advertisers a few words of explanation concerning the compilation of the names and addresses herein, and any errors it may contain.

While we have made every effort to make this Directory complete, checking with every source of information available, we realize there will be mistakes and we will be pleased to have them called immediately to our attention.

Generally speaking, the name of the head of the family is given first, followed in parenthesis by the wife's name.

In some cases however, mothers or daughters or other feminine relatives names may appear.

In other cases where marriages have occurred since the compilations started, it was impossible to make corrections.

Again, the names of wives may have been omitted when it was impossible to personally contact the family owing to their absence, lack of telephone or otherwise.

Blank spaces are provided in the Directory for corrections which will be published from time to time in the regular edition of the Goleta Valley Leader.

We assume no liability for errors except to correct them when called to our attention in writing.

We believe however that this directory is as accurate and complete as any "first" directory of comparable size ever published.

IN APPRECIATION

The management of Barbareño Press—Publishers of the Goleta Valley Leader—wishes to thank all those who assisted in making this publication possible. This expression goes for the entire staff of the Leader, as well as many others.

The idea for the directory was conceived by the undersigned and, with some preliminary assistance by Mr. and Mrs. A. G. Good, the original limited layout was prepared. The latter, however, were unable because of previous contracts, to remain for its completion.

To Mrs. Jeanne Farah Selover goes the major share of credit in compilation of names and sale of advertising. In the work of compilation she was ably assisted by the Misses Owena and Mildred O'Neill. The latter phases of advertising were completed by Miss Ferne Coacher.

For the typographical work the entire credit goes to Gerold F. Barnitz. The press work was done in its entirety by Tony Romero. Mrs. Harvey C. Hammond ably assisted in all phases of work, especially in compilation of names.

The greatest share of credit, however, belongs to the advertisers who have made the publication possible. Without exception, however, every legal assistance was given by such authorities as Postmaster Charles A. Beguhl, Assistant Postmaster Ruth Sonderegger and County Clerk J. E. Lewis. Further thanks goes to H. G. Chase and Associates, Mrs. Eva Wilson, superintendent of the county general hospital, and Mr. and Mrs. Carl Gordon for the special work in assisting on compilation of names.

MARSHALL SELOVER,
Goleta Valley Leader.

OFFICIAL SCHEDULES FOR MAIL TRAIN—STAGES—UNITED AIRLINES

MAIL

U. S. Post Office, Goleta. Phone 8239
 Incoming arrives, 7:50 a.m. and 2 p.m.
 Dispatch leaving, 10 a.m. and 5 p.m.
 (5 p.m., connecting all points).
AIRMAIL DISPATCH CLOSSES

AIRMAIL

10:15 a.m. and 2:15 p.m.
 Morning plane South and connects with East.
 Afternoon plane North and connects with East.
 Airmail posted for 5 p.m. dispatch connects with plane leaving for Los Angeles same evening for all points East and North.

TRAIN SCHEDULE

Southern Pacific Co., Goleta Station
 Phone 83402
 Northbound train No. 71.... 11:55 a.m.
 Southbound train No. 72.... 6:14 p.m.

UNITED AIRLINES

Santa Barbara Airport at Goleta
 Phone 8247
 Southbound from San Francisco—
 Leaves San Francisco.... 9:30 a.m.
 Arrives Goleta 11:37 a.m.
 Leaves Goleta 11:42 a.m.
 Arrives Los Angeles.... 12:20 a.m.
 Northbound—
 Leaves Los Angeles 2:30 p.m.
 Arrives Goleta 3:09 p.m.
 Leaves Goleta 3:14 p.m.
 Arrives San Francisco.... 5:21 p.m.

STAGES

Pacific Greyhound, 930 Chapala St.
 Santa Barbara, Phone 3645
 Goleta Station, Bennett's Grocery
 Phone 83911
 Northbound to San Francisco Southbound to Los Angeles
 3:58 a.m. 1:52 a.m.
 10:15 a.m. 4:58 a.m.
 12:33 p.m. 10:47 a.m.
 2:37 p.m. 4:00 p.m.
 6:43 p.m. 6:30 p.m.
 11:08 p.m. 8:40 p.m.

Bus Schedule to Santa Barbara

Spreitz Transportation Co. Ph. 3689
 622 Anacapa Street
 Goleta Station, Red Sanders Service
 Fairview and Highway

Leave Santa Barbara	Arrive and Leave Goleta
DAILY 7:25 a.m.	7:55 a.m.
9:00	9:30
10:30	11:00
12:00	12:32 p.m.
1:30 p.m.	2:02
3:30	4:02
4:30	5:00
6:35	7:07
9:30	10:00
11:00	To Hospital Only Unless Goleta Passengers
SUNDAY 8:30 a.m.	9:00 a.m.
10:15	Hospital Only.
12:10 p.m.	12:35 p.m.
1:45	Hospital Only.
3:35	4:00
5:15	Hospital Only.
7:10	7:38
8:45	Hospital Only.
10:35	11:00

ADDITIONS, CORRECTIONS AND NUMBERS CALLED FREQUENTLY

Watch the Regular Editions of the Goleta Valley Leader for Additions and Corrections and Make Entries Here

JIM SMITH

GOLETA, CALIFORNIA

BLACKSMITH AND IMPLEMENT DEALER

PHONE 83681

I started at the blacksmith trade in 1908 and have tried ever since to always do the very best work I know how to do—and also to always try to be fair and square to the best of my ability. I am very grateful for all the good customers that have helped me to build up the nice trade that comes to my shop. Thank you all from the bottom of my heart.

Sincerely,

Sincerely,

JIM SMITH.

This Directory, the First in the History of Goleta Valley
Is Published and Printed by

The Goleta Valley Leader

YOUR LOCAL NEWSPAPER

COMMERCIAL PRINTERS
and PUBLISHERS

The Goleta Valley Leader, Founded July 21, 1936, is a Legal Newspaper
Serving the Territory Between Santa Barbara and Gaviota.

Did YOU read this week's LOCAL news?
Do YOU know what is going on in your community?
Things of interest happen each day—every week.

You Can Keep Posted by Reading
The Goleta Valley Leader

Printed and published weekly for YOUR benefit.
Subscription, \$2.00 yearly, payable yearly in advance.

SUBSCRIBE NOW

The columns of the Goleta Valley Leader are open for the expression
of views from all its readers, and it endeavors to keep its subscribers
fully advised concerning political, business and social activities in the
territory it serves.

THE GOLETA VALLEY LEADER

has gone to considerable expense
in preparing this Directory, and
placing it in the hands of all resi-
dents in the Valley.

You can keep it up to date by
reading the additions and correc-
tions to be published from time to
time in the Leader.

REMEMBER US

When it comes to printing

LETTERHEADS

BILLHEADS

ENVELOPES

CARDS

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All Other Printed
Matter

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Telephone 82821

Phone 83472

Prompt, Efficient Service

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Goleta's Only Dry Cleaning Plant

EXPERIENCE OF OVER 25 YEARS IN CLEANING FABRICS

Absolutely No Odor—One Day Service

OUR PLANT EQUIPPED TO SERVE QUALITY WORK

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In the Dow Block

Phone 83472

GOLETA

COAST ELECTRIC COMPANY

HARVEY C. HAMMOND

ELECTRICAL MERCHANDISE

CONTRACTING

Established in Goleta 12 Years

Phone 83961

Phone 83472

Prompt, Efficient Service

Mendenhall's

CLEANERS AND DYERS

Goleta's Only Dry Cleaning Plant

EXPERIENCE OF OVER 25 YEARS IN CLEANING FABRICS

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