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GOLETA VALLEY

**COMMUNITY GUIDE &
BUSINESS DIRECTORY**

**OFFICIAL PUBLICATION:
GOLETA VALLEY CHAMBER OF COMMERCE**



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GOLETA VALLEY

COMMUNITY GUIDE & BUSINESS DIRECTORY



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**Advertising Sales And
Production Coordination:** California Associates, 221 W. Carrillo, Santa Barbara

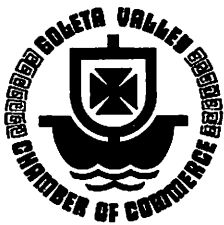
Color Separations: Warner Color Lab, 600 Francis Botello Drive, Goleta

Directory Typography: Camera Ready Composition, 300 E. Canon Perdido,
Santa Barbara

**Printing And Additional
Typography:** Triple R Press, 440 Rutherford Street, Goleta

Official Publication: Goleta Valley Chamber Of Commerce, 5730 Hollister
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Feb. 1971



Goleta Valley Chamber of Commerce

P. O. Box 781 • Goleta, California 93017

Telephone 967-4618

Welcome to the Goleta Valley!

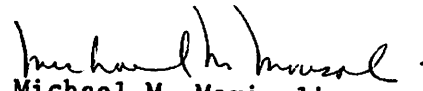
You are now in one of the world's finest places in which to live, work and play.

The Goleta Valley Chamber of Commerce is proud to introduce you to the businessmen and women, commerce, industry and organizations which comprise the backbone of what will soon be the major population center in the County of Santa Barbara.

In the Goleta Valley you will find such diversity as Moon exploration oriented research and development; the sprawling campus of the University of California; an ever expanding airport serving the commercial needs of the Southern portion of the County; the modern Goleta Valley Community Hospital; bustling shopping centers; outstanding elementary and high schools; all of the everyday needs for recreation, shopping, education and fun are yours in the Goleta Valley.

Our staff is most happy to be of service to you and you are cordially invited to call our office for any information or assistance needed.

Very truly yours,


Michael M. Morisoli,
President
Goleta Valley Chamber
of Commerce

INTRODUCTION

For the purposes of this book, the Goleta Valley is defined as that area lying between the Pacific Ocean on the south, the Santa Ynez Mountains on the north, and from approximately the 4800 block of Hollister Avenue to the junction of Hollister Avenue and Highway 101 near Ellwood.

Contained in this book are more than 900 listings of individuals, businesses, schools, professional offices and establishments involved in research, manufacturing and services. Several firms listed are not located in the Goleta Valley, but are included because they are members of the Goleta Valley Chamber of Commerce.

All members' listings are in bold-face type, thus:

GOLETA VALLEY CHAMBER OF COMMERCE
5730 Hollister Ave. 967-4618
Progressive assistance to the business community

The majority of these listings have a third line added to the normal two lines of non-member's listings.

As in any publication of this type, there may well be omissions, and errors in addresses, telephone numbers and other information. A certain number of new business may have been established after the cut-off date of the directory compilation. These latter, of course, will not be found in the listings.

In addition to the directory portion, other information concerning, and photographs of the Goleta Valley may be found throughout the book. It is hoped that this publication will answer the demand and need for a brief guide to the community its publishers serve — The Goleta Valley.

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ACCOUNTANTS

GALLAGHER, G. M.
5739 Hollister Avenue 967-1190

PIATT, CLYDE C.
345 Pine Avenue 967-3646

PRITCHARD, RUSSELL W.
6194 Cathedral Oaks Rd. 964-3138

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COASTAL AG-CHEM
10 S. Kellogg 967-2212

AIR CARGO SERVICE

AERO SPACELINES, INC.
495 S. Fairview Avenue 967-4571
See our ad page 26.

AIR LINE COMPANIES

AIR WEST
S. B. Municipal Airport 967-5541

CAL-STATE AIR LINES, INC.
S. B. Municipal Airport 964-7777

GOLDEN WEST AIRLINES
S. B. Municipal Airport 964-6255

MISSION AIR LINES
100 William Moffett Pl. 964-7757

UNITED AIRLINES
S. B. Municipal Airport 963-7711

VALLEY AIRLINES
S. B. Municipal Airport 964-6822

AIRCRAFT MANUFACTURERS

AERO INDUSTRIES
5736 Thornwood 964-1615

CONROY AIRCRAFT
114 William Moffett Pl. 964-3541

AIRCRAFT SCHOOLS

APOLLO AIRWAYS, INC.
404 William Moffett Pl. 967-0443
See our ad page 22.

SANTA BARBARA AVIATION
S. B. Airport 967-5608

AIRCRAFT SER. & MAINTENANCE

STRATMAN AERO SERVICE
154 Norman Firestone Road 967-8096

AMBULANCE SERVICE

GOLETA AMBULANCE
102 S. Fairview 967-3116

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6560 Pardall Road 968-2611

APARTMENTS

ACADIA, THE
404 Elwood Beach Drive 968-0117

ANCHORAGE APTS.
811 Camino Pescadero 968-4510

ANNAPURNA INN, THE
785 Camino Del Sur 968-1083

BALBOA APTS.
6711 El Colegio Rd. 968-7132

BONANZA APTS.
6545 Trigo Road 968-9500

CAMINO de VIDA
168-A Turnpike Road 967-6987

EDGEWATER APTS.
6707 Abrego Road 968-2011

EL DORADO EAST
6657 El Colegio Road 968-3912

EL DORADO WEST
6667 El Colegio Road 968-7615

FONTAINEBLEU APTS
6525 El Colegio Rd. 968-1091

HOUSE OF LORDS
6689 El Colegio Road 968-2417

KAHLUA APTS
781 Embarcadero Del Norte 968-5766

KAREN APTS
101 Dearborn Place 967-5015

LOS CEDROS
6626 Picasso Road 968-1310

MAKAHA APTS
6631 Picasso Road 968-2115

MICHELLE APTS
340 Rutherford 967-6614

MONTE VISTA APTS
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SEAVIEW APTS
6565 Sabado Tarde Road 968-9313

SURF RIDER APTS
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Members, AIA

HALL & VISIONI AIA
116½ E. Sola, S.B. 963-3439
Members, AIA

STRICKLAND, JOE F.
5797 Maley Drive 967-3061

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663 Arundel Road 964-7211

SCIENCE & ENGINEERING COUNCIL
P. O. Box 3971, S. B. 93105

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BAUMAN, LEEDS
5960 Mandarin Avenue 964-4747

CAVALLETTO, GEORGE A.
112 E. Victoria, S. B. 966-1501

ECKERT, CHARLES V. III
160 N. Fairview, No. 4 967-0185

McFARLAND, ROBERT A.
160 N. Fairview No. 4 967-0185

MORISOLI, MICHAEL M.
299 N. Fairview 964-3536

AUTOMOBILE BODY REPAIR & PTG.

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HEI-MAC RACING & SPORTS CAR SERVICE
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E & K MOTORS
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7000 Hollister Ave. 968-9691
935 Embarcadero Del Norte 968-2511

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1001 State St. 965-0051

MID-STATE BANK
5956 Calle Real 967-0451
See our ad page 28.

SANTA BARBARA NATIONAL BANK
299 N. Fairview 964-4854
20 E. Carrillo S.B. 966-2246
See our ad on center pages

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966 Embarcadero Del Mar 968-9122

NORGE VILLAGE DRY CLEANING
163 N. Fairview 964-6011
Custom Service, Too

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5333 Hollister Ave. 964-2009

HOMCARE PRODUCTS
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& LUNG INSTITUTE
5333 Hollister Ave. 967-3411

SANTA BARBARA MEDICAL CLINIC
215 Pesetas Lane 964-6211

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LEVI STRAUSS & CO.
189 San Federico 967-3710
Men's Trousers Manufacturers

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(Mrs. Edward Cavaletto, Leader) 967-7153

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BARBARY COVE
164 Aero Camino 968-9134
Cocktails, Beer, Entertainment

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5871 Hollister Ave. 964-2618

ROADHOUSE 20
261 S. Orange 967-9012

WAGON, THE
5838 Hollister Ave. 967-9026

WAGON, THE
5838 Hollister Ave. 967-9026

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I.B.M. CORPORATION
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Computers, Business Machines, Sales & Service

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520 Lado Dr. 967-6337

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6279 Newcastle Ave. 967-5461

HENDRON ASSOCIATES
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MILLER, DON M. CONST. CO.
5960 Mandarin Dr. 964-2230

CONDOMINIA

NEW HORIZONS
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250 Moreton Bay Lane 967-7717



SANTA BARBARA MUNICIPAL AIRPORT

Located just a short distance away from both the U.C.S.B. campus and the heart of Goleta's commercial activity is this all-weather airport served by five airlines.

Photo:
Abernethy Photography

PEACE IN THE COUNTRY

Typical of the quiet views obtained over and around the many agricultural enclaves amidst residential areas in the Valley, is this scene overlooking an orange grove — within feet of a major freeway, and but one mile from "Downtown Goleta."

Photo:
Abernethy Photography



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- Registered Nurses 24 Hours
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- Licensed Dietitians
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- Registered Physical Therapist
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148 Aero Camino 968-4900

FAIRVIEW BUILDERS
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FARNSWORTH CONST. CO.
5335 University Dr. 967-3744

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5640 Cielo Ave. 967-9666

HUFFORD CONSTRUCTION
454 N. Turnpike Rd. 967-2565

JENKINS CONST. CO.
984 Camino Del Rio 964-3217

KO-ART HOMES INC.
183 Salisbury Dr. 968-2881

LANGFORD, JOHN
1421 Camino Meleno 967-5984

LAWRENCE, CARL V.
4994 Torero Rd. 964-2118

MISSION CONSTRUCTION CO.
4647 Vista Buena Rd. 964-3910

RIDENOUR, JAMES L. GENL. CONTRACTOR
7223 Butte Dr. 968-1238

SHEWMAKE, RAYMOND H.
6513 Camino Venturoso 967-1315

VENTURA ENTERPRISES, JAS. L.
6549 Pardall Rd. 968-4614

WALLDER & WALLDER BUILDERS
1269 Camino Meleno 964-3913

CONTRACTORS-ENGINEERING, GEN.

HOWARD, JERRY CONST. CO.
835 Robert Keister Pl. 964-2013

MILLER-WATKINS INC.
21 San Mateo Ave. 968-8515

NORCROSS CONST. CO.
267 Aviano Pl. 968-6830

CONTRACTORS-HEATING & VENTIL.

FLOYD'S HEATING INC.
5740 Thorwood Dr. 967-4568

CONTRACTORS-MASONRY

RICHARDSON, W. W.
524 Inwood Dr., S.B. 967-3118

SEACOAST MASONRY
119 Verona Ave. 968-4598

WEBER, NORMAN L.
6261 Marlboro Dr. 967-6411

CONTRACTORS-PIPELINE

BLOIS & CARDOZA
5660 Cielo Ave. 967-5216

McKNIGHT CONST. CO.
833 Robert Keister Pl. 967-0159

O'SHAUGHNESSY CONST. CO.
55 S. Kellogg Ave. 964-3566
Engineering, Construction

STANTON & SONS PIPE LINE CONTR'CT'RS
103 Jack Perez Rd. 967-5013

TABER, C. W. ENGINEERING CONT'CT'RS
274 Jack Perez Rd. 967-7419
Construction & Engineering

CONVENTION SERVICES & FACIL.

CALIFORNIA CONFERENCES
669 Larchmont Dr. 967-0451
Accommodations & Planning

COSMETICS, RETAIL

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5811 Mandarin Av. 967-2840

VIVIANE WOODWARD COSMETICS
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225 Via El Cuadro, S.B. 967-3517

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GOLETA VALLEY CREDIT UNION
5718 Hollister Ave. 964-2412

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*We Process All Milk In Goleta
And Bottle It in Returnable
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Home Delivery of All Dairy Products
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900 Embarcadero Del Mar 968-4466

GOLETA SCHOOL OF BALLET, THE
5734 Thorwood Dr. 967-3258

PALINKAS SCHOOL OF BALLET
141 N. Fairview 964-4515

DATA PROCESSING SERVICE

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5383 Hollister Ave., S.B. 964-4771

INFORMATION MAGNETICS CORP.
5715 Thornwood Dr. 967-0437

DATA PROCESSING SYSTEMS, EQUIP. & SUPPLIES

SPATIAL DATA SYSTEMS, INC.
132 Aero Camino 968-3594

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6647 Sueno Rd. 968-3825
Languages, Art & Music Appreciation

EVERGREEN PARK PRE-SCHOOL
7631 Evergreen Dr. 968-8812

GOLETA VALLEY DAY NURSERY
550 Cambridge Dr. 967-4910

ROCKING K NURSERY SCHOOL
31 Elwood Station Rd. 968-0515

DELICATESSENS

ARMANDO'S INTERNATIONAL DELI
5848 Hollister Ave. 964-2014

CAMPUS DELI, THE
910 Embarcadero Del Norte 968-3017

COUNTRY SAUSAGE & MEAT
129-A N. Fairview 964-1512
Home-Made Sausage, German Foods

DENTAL EQUIP. & SUPPLIES

SHAPIN DENTAL SUPPLY CO.
5370 Hollister Ave. 964-3576

WHITE, S. S. DENTAL SUPPLY CO.
990 N. Patterson Ave. 964-1016

DENTISTS

ALDEN, GAYLE S.
5333 Hollister Ave. 964-6955

BOWER, W. M.
6134 Calle Real 964-2211

CARMODY, ROBERT B.
6134 Calle Real 964-4791

DOW, JAMES R.
164 Kinman Ave. 967-4616

FRAME, RICHARD E.
5370 Hollister Ave. 967-1700

HESTER, HAROLD L.
5333 Hollister Ave. 967-5671

HOWE, N. ROSS
5370 Hollister Ave. 967-1714

KIMPEL, WM. A.
5973 Encina Rd. 964-6701

MANN, DENNIS J.
5370 Hollister Ave. 964-1112

MCINTOSH, JOHN R.
5333 Hollister Ave. 964-7721

OGRIN, R. F.
5333 Hollister Ave. 964-6955

PALMER, F. STANTON
5333 Hollister Ave. 964-6955

PICKERING, STEPHEN C.
6134 Calle Real 964-6757

SOMMERFIELD, RONALD C.
5370 Hollister Ave. 964-1116

STANDLEE, JON P.
5370 Hollister Ave. 964-4114

SUBJECT, JAS. R.
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230 S. Fairview 967-2216

TRUEX, DON L.
6134 Calle Real 967-8300

UDY, GUY L.
5370 Hollister Ave. 967-6004

YOUNG, RICHARD K.
5730 Hollister Ave. 967-5010

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NAJERA, ARTHUR
5370 Hollister Ave. 964-5333

PIERCE, CHAS. R. JR.
164 Kinman 964-7666

WRIGHT, JOHN R.
5370 Hollister Ave. 967-3314

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5370 Hollister Ave. 964-6787

DEPARTMENT STORES

GOLETA DEPARTMENT STORE
5798 Hollister Ave. 967-1102
Men's, Women's, Children's Clothing

DETECTIVE AGENCIES

SOUTHERN DETECTIVES INC. OF CALIF.
5086 Ella Lane 967-5162

DISCOUNT STORES

DISCO FAIR
6865 Hollister Ave. 968-1001
Clothing, Household, Automotive, Etc.

FED-MART OF GOLETA
500 S. Fairview 964-6261
Clothing, Household, Automotive, Etc.

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104 William Moffett Place 967-1404

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154 Norman Firestone Rd. 967-8118

INTERNATIONAL DIVERS
136 Aero Camino 968-9641

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Skin Diving Equipment

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FRAZIER UPHOLSTERY & DRAPERY SHOP
4654 Chilon Way 967-4992

TILLMAN DRAPERIES
5146 Hollister Ave. 967-1713

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75 Depot Rd. 967-9901

SOLLENE PLASTERING CO.
680 Francis Botello 967-5219

VAL'S PAINTING & DRYWALL
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EGGS - RETAIL

PADGETT'S POULTRY
5130 Cathedral Oaks Rd. 967-2970

EGGS - WHOLESALE

MARCHIANDO BROS. POULTRY FARM
4956 Yarle Ave. 967-1038

ELECTRICAL APPLIANCES, REPAIR

FIX-IT SHOP OF GOLETA
5870 Hollister Ave. 964-4979
Repairs & Parts

MELTIME REPAIRS
5778 Hollister Ave. 964-3010

ELECTRIC COMPANIES

SOUTHERN CALIFORNIA EDISON CO.
118 E. Carrillo, S. B. 963-3671

ELECTRICAL CONTRACTORS

B & T ELECTRIC INC.
5945 Daley 967-9815

GOLETA ELECTRIC CO.
5970 Hollister Ave. 967-2364

GRANT ELECTRIC
325 Ravenscroft Dr. 967-7262

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380 Greenscastle Circle 967-5469

JAKOB ELECTRIC CO.
5512 Berkeley Rd. 967-8406

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6560 Camino Venturoso 964-3118

VISTA ELECTRIC
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5152 Hollister Ave. 964-6706

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75 Robin Hill Rd. 964-4881
See our ad page 26.

CHANNEL INDUSTRIES INC.
839 Ward Dr. 967-0171

CIRCON CORP.
104 James Fowler 967-0404

HONEYWELL INFORMATION SYSTEMS INC.
26 Coromar Dr. 968-3541
See our ad page 22.

INTERNATIONAL TRANSDUCER CORP.
640 McClosky Pl. 967-0491

MOSELEY ASSOCIATES INC.
111 Castilian Dr. 968-9621

RATEL INC.
El Camino Ratel 967-1214

RONEL CO.
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GEODESICS SYSTEMS INC.
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KAY ELEMETRICS CORP.
820 Wallace Becknell Pl. 967-9316

THE INSTRUMENT CO.
92 Aero Camino 968-9668

ELECTRONIC RESEARCH & DEVELOPMENT

ASTRO-GEO-MARINE INC.
5960 Mandarin Dr. 964-1160

DELCO ELECTRONICS DIVISION,
GENERAL MOTORS CORPORATION
6767 Hollister Ave. 968-1011
See our ad page 12.

E G & G INC.
130 Robin Hill Rd. 967-0456
Nuclear Science & Instrumentation

ELECTRO PACIFIC INC.
5780 Thornwood Dr. 964-4878

JOSLYN ELECTRONIC SYSTEMS DIVISION
6868 Cortona Dr. 968-3551

RAYTHEON CO.
6380 Hollister Ave. 967-5511
See our ad page 30.

SANTA BARBARA RESEARCH CENTER
75 Coromar Dr. 968-3511
General Electronic Research

SPACEKOM INC.
1407 Norman Firestone Rd. 967-7114



BRANDON ELEMENTARY SCHOOL

Representative of the many new schools to be found throughout the Goleta Valley, is this recently completed facility handling Kindergarten through the sixth grade.

Photo: Courtesy
Goleta Union School
District

GENERAL RESEARCH

Headquarters for some 16 branches and subsidiaries throughout the world. Typical of one of the Goleta Valley's larger and more modern installations.

Photo: Donald Timm



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S.B. Municipal Airport 964-7791

ENGINEERING - RESEARCH

HUMAN FACTORS RESEARCH
6780 Cortona Dr. 968-1071
See our ad page 6.

ENGINEERS - ELECTRICAL

WINSTROM & ASSOCIATES, ELEC. ENGR.
5970 Hollister Ave. 967-7900

ENGINEERS - FOUNDATION

PACIFIC MATERIALS LAB INC.
375 Pine Ave. 967-2218

ENGINEERS - INDUSTRIAL

LUCERO INDUSTRIES
5782 Thornwood Dr. 964-1216

ENGINEERS - MECHANICAL

PNEU DEVICES INC.
5730 Hollister Ave. 964-3319

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516 Robert Marxmiller Lane 964-2718

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HILLYER, TED EQUIP. RENTAL
110 David Love Pl. 967-6070

PFINGSTEN, WAYNE K. EXCAVATING
414 Camino Talavera 967-2195

REECE, AL TRENCHING
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ESKY'S FENCE CO.
355 El Sueno Rd. 967-4609

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BENEFICIAL FINANCE CO. OF GOLETA
5727 Hollister Ave. 967-5653
Consumer & Homeowner Loans

CALIFORNIA THRIFT & LOAN
728 State St. S.B. 963-3351
See our ad page 10.

PACIFIC FINANCE
5861 Hollister Ave. 967-1272

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S.B. FIRE EQUIP. & CARBONIC GAS SERV.
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Carpet, Tile, Linoleum

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156 N. Fairview 964-6234

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4633 Vista Buena 967-4395

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SAN LORENZO NURSERY CO.
905 S. Patterson 967-0819

S.B. ORCHID CO.
780 La Buena Tierra 964-6838

S.B. ORCHID ESTATE
1250 Orchid Dr. 967-1284

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ALPHA CHI OMEGA
6509 Segovia Rd. 968-8606

ALPHA DELTA PI
6507 Cordoba Rd. 968-9017

ALPHA PHI SORORITY
840 Embarcadero Del Norte 968-3915

AMERICAN LEGION
Goleta Valley Post No. 610
4400 Cathedral Oaks Road 964-3911

CHI OMEGA
6549 El Colegio Rd. 968-4575

DELTA GAMMA
6509 Picasso Rd. 968-1086

ELKS LODGE, SANTA BARBARA No. 613
150 N. Kellogg 964-6858

GOLETA AMVETS
Post No. 55
P.O. Box 55 Goleta 963017

KAPPA ALPHA THETA
6551 El Colegio Rd. 968-1081

LAMBDA CHI ALPHA FRATERNITY
6519 Cervantes Rd. 968-9149

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c/o T. W. Pagliotti
1455 Holiday Hill 967-4066

PHI ELTA THETA FRATERNITY
6551 Segovia Rd. 968-9090

PHI KAPPA PSI
1000 El Embarcadero 968-9121

PHI SIGMA KAPPA
6547 Cordoba Rd. 968-9151

PI BETA PHI
763 Camino Pescadero 968-3588

SIGMA ALPHA EPSILON
6504 Pardall Rd. 968-9080

SIGMA CHI FRATERNITY
6660 Abrego Rd. 968-9103

SIGMA KAPPA SORORITY
761 Camino Pescadero 968-9041

SIGMA PHI EPSILON
6587 Cervantes Rd. 968-2697

THETA DELTA CHI
6525 Picasso Rd. 968-9078

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ACME FAST FREIGHT
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FUNERAL DIRECTORS

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102 S. Magnolia 967-3132

WELCH-RYCE ASSOCIATES
450 Ward Dr. 967-5575
See our ad page 20.

FURNACES-REPAIRING & CLEANING

ARRO HEATING SERVICE
5740 Thornwood Dr. 964-6012

FURNITURE DEALERS-NEW

DECOR FURNITURE & INTERIORS
109 S. Fairview 967-3213
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MAGNOLIA FURNITURE
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PARRY'S FURNITURE
5708 Hollister Ave. 967-2119
Complete household furnishings

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UNFINISHED FURNITURE CENTER
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ALL SEASONS' GARDEN SERVICE
12 Holly Ln. 964-5911

MENDOZA, C. J.
764 San Ramon Dr. 967-6014

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5566 Somerset Dr. 964-7031

TAYLOR, KENNETH R.
2 El Camino Ratel 964-5445

GAS COMPANIES

SOUTHERN CALIFORNIA GAS CO.
1036 Anacapa St. S.B. 962-0034
See our ad inside back cover

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WEAVER, DONALD W.
1198 Edward Pl. 967-6908

GIFT SHOPS

O'NEILL'S CARD SHOP
177 S. Turnpike Rd. 964-1916

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179 N. Fairview 964-2102
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375 Pine 964-4610

GOLETA GLASS CO.
5740 Thornwood Dr. 964-4100

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6925 Whittier Dr. 968-6814

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ACURA ENTERPRISES OF S. B.
5733-A Hollister Ave. 964-2819

GROCERS-RETAIL

CRISMON'S GOLETA MARKET
5836 Hollister Ave. 967-2703

FOOD FAIR MKT.
420 S. Fairview 967-9042

ISLA VISTA MKT.
939 Embarcadero Del Mar 968-3597

JORDANO'S INC. STORE No. 11
5170 Hollister Ave. 967-9913
See our ad page 10.

LA ESMERALDA
231 Magnolia 967-2103

ONE-O-ONE RANCH MKT.
5757 Hollister Ave. 967-9510

SAFEWAY STORES
Fairview Center 964-2417

SEVEN-ELEVEN FOOD STORES
5977 Encina Rd. 967-9068
7443 Hollister Ave. 968-9066

STOP-N-GO MKT. No. 136
938 Embarcadero Del Norte 968-5461

VON'S GROCERY CO.
163 S. Turnpike Rd. 967-2181

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Hardware & building supplies

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Hardware, appliances, sporting goods

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S.B. Municipal Airport 964-7015

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915 Embarcadero Del Mar 968-5016

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FAIRVIEW HOBBYCRAFT
147 N. Fairview 967-7174

GOLETA HOBBY & STATIONERS
5733 Hollister Ave. 967-5910
Hobby supplies & office supplies

HOBBY & MODEL SUPPLIES-WHLSL. & MFRS.

LANCER INDUSTRIES INC.
1402 Norman Firestone Rd. 964-1217

HOSPITALS

GOLETA VALLEY COMMUNITY HOSPITAL
351 S. Patterson Rd. 967-3411

SANTA BARBARA GENERAL HOSPITAL
300 San Antonio Rd. 967-2311

ICE CREAM DEALERS

BRADY'S
6580 Pardall Rd. 968-3212

McCONNELL'S FAIRVIEW
167 N. Fairview 964-2848

INDUSTRIAL & RESEARCH PARKS

SANTA BARBARA RESEARCH PARK

Sale or Lease-Back of Complete Facility - 1 to 30 Acres

Contact C. W. Sponsel, (805) 963-1377
1032 Santa Barbara Street,
Santa Barbara, California 93101

INDUSTRIAL EQUIP. & SUPPLIES

HOPPER INDUSTRIAL MACHINE TOOL
SUPPLY
5234 Hollister Ave. 964-4910

INDUSTRIAL SERVICES

NEAL FEAY COMPANY

133 La Patera Lane 967-4521
Production & Custom Precision Sheet-Metal Fabrication, Instrument Panels, Name Plates
Anodizing and Silk Screening

INSURANCE

CAPITAL FUNDING CORP.
966 Embarcadero Del Mar 968-8518

CIVIL SERVICE EMPLOYEES INC.
489 Daytona Dr. 968-2323

CONNECTICUT MUTUAL LIFE INS.
6565 Trigo Rd. 968-9661

EASTMAN INSURANCE AGENCY
Goleta 964-1865

FARMERS INSURANCE GROUP (AGENTS)
MONAHAN, BERNARD E.
5766 Hollister Ave. 967-8012
See our ad page 4.

STINY, GEORGE GEORGE
299 N. Fairview 967-6413
Auto, Home, Property

HISTORICAL NOTES

....."Goleta" is the Spanish name for a two-masted schooner. Legend has it that Juan Rodriguez Cabrillo's body was brought into the Goleta Slough by schooner in 1543, and buried ashore. What is known as fact, however, is that in October of 1542, Cabrillo's ship made landfall off what is now known as Goleta. This expedition was the first example of white men in the region, although aboriginal tribes inhabited the area as early as 7,000 years ago.

.....The first white men to spend any time in Goleta Valley were those of Gaspar de Portola's expedition from the south. One of the Franciscan Friars in this group — Juan Crespi — wrote, "...this is all a Good Land."

.....In the hands of Spain, then Mexico until 1847, when California achieved freedom from Colonial powers, California was admitted to the Union in 1850. This of course greatly affected the course of affairs in the Valley.

.....Little more than 100 years past, in 1868, the large land grants making up the Valley were beginning to be subdivided — a precursor of the Valley's destiny a century later.

.....Over the years, beef ranching, dairying and farming were the main occupations of the Valley. Lemons, walnuts and avocados came to be grown in vast quantities. Later, the discovery of oil in economically recoverable amounts made its impact.

.....During World War II, using the then civilian airport as a base, a military airbase was established in the Valley. This project later became the Santa Barbara Municipal Airport.

.....In 1948, the Federal Government turned over to the Regents of the University of California the land and buildings of that area now occupied by U.C.S.B. in the Valley.

.....Cachuma Dam and tunnel, completed in 1956 made possible the supply of much-needed water in the Valley. Without this supply, present farming and population growth would have withered.

.....Population increases have been spectacular in the Goleta Valley since 1960 — from that year's level of 19,000 to 42,000 in 1965 — to some 65,000 in 1971.

Source: "GOLETA: THE GOOD LAND"
by Walker A. Thompson
published by The Goleta Amvets,
Post No. 55



**THE BANK
THAT KNOWS
GOLETA VALLEY
BEST!**

Santa Barbara National Bank is a strong community bank. We are a full-service, nationally chartered bank — one that you can depend on to have the best qualified staff of professional banking experts to help you solve any financial problem. Our comprehensive knowledge of Goleta Valley, its environs and its people, give us the capabilities to provide you with prompt, positive and profitable results in the handling of your financial affairs.

SANTA BARBARA'S HOME OWNED BANK

**SANTA BARBARA
NATIONAL BANK**

Goleta Valley Office — Fairview Shopping Center

299 North Fairview Avenue

Also San Roque, Downtown Santa Barbara and Montecito

Member Federal Deposit Insurance Corp. and Federal Reserve System

COMMUNITY PROFILE

POPULATION: 65,000 (1970 census)

AREA: 30 Square Miles

CLIMATE: Average of 230 days of sunshine.
Average temperature in daytime:
77° Summer, 66° Winter
Average rainfall: 18 inches per year, mostly December through March.

GOVERNMENT: Unincorporated, directly governed by Santa Barbara County.

TAXES: (a) County Sales Tax: 1%
(b) Property tax rate for 1970-71, per \$100 of assessed valuation:
\$3.01 for County Tax, \$7.39 total school tax, and Special District Taxes ranging from .09 to \$5.31.

POLICE: Santa Barbara County Sheriffs Department

FIRE: Santa Barbara County Fire Department

SCHOOLS: 15 Elementary, enrollment 6,700
2 Junior High, enrollment 2,900
2 Senior High, enrollment 3,700
University of California at Santa Barbara, enrollment 13,500

TRANSPORTATION:

Air: Air West, Golden West, United Air Lines, Valley Air Lines

Bus: Greyhound

Train: Southern Pacific Railroad

Highway: U.S. 101 Freeway to Los Angeles and San Francisco

INDUSTRY: Currently over 40 Electronics, Engineering, Aerospace, Manufacturing, Research & Development firms in the Valley.

WINTERS, FRANK
5766 Hollister Ave. 967-8012
See our ad page

CARLSON, ROGER W.
5118 Hollister Ave. 967-1278

GOMEZ, ROBERT R.
5118 Hollister Ave. 967-1278

FIDELITY UNION LIFE INS.
915 Embarcadero Del Mar 968-2815

LINCOLN GRAD PLAN
6553 Trigo Rd. 968-1046

MONARCH LIFE INS. CO.
972 Camino Del Rio 967-7718

TORRES, C.
634 Burtis 967-6402

JANITOR'S SUPPLIES

BESTLINE DISTRIBUTOR
5119 La Ramada 967-9985

JEWELERS—RETAIL

BARONI, DEAN JEWELERS
225A N. Fairview 964-6116
Diamonds, watch repair, custom jewelry

CAMPUS JEWELERS
143 N. Fairview 964-5414
Watches, gifts, diamonds

GOLETA JEWELERS

*"Goleta Valley's Oldest
Established Jewelers"*

Diamonds — Watches — Jewelry
Watch Repairing on Premises

5794 Hollister Ave. Tel. 967-1301

LABORATORIES—RESEARCH

APPLIED RESEARCH LABS
95 La Patera Ln. 967-5621

SIGMATRON INC.
849 Ward Dr. 967-0131

WESTERN RESEARCH LABORATORIES
4900 Hollister Ave. 967-6249

LABORATORIES—TESTING

EFFECTS TECHNOLOGY INC.
5383 Hollister Ave. 967-0116

LAMPS—WHOLESALE & MFRS.

CIMA DESIGNS
28 La Patera Ln. 967-6571

LANDSCAPE ARCHITECTS

WHEELWRIGHT, MICHAEL C.
120 E. De la Guerra S.B. 965-6655

LANDSCAPE CONTRACTORS

DEL PARRA LANDSCAPE CONSTRUCTION
612 N. Kellogg 964-5722

MILLER WATKINS INC.
20 Dean Arnold Pl. 964-1910

SANTA BARBARA LANDSCAPES
810 Puente Dr. 967-4466

VALLEY LANDSCAPE CO.
6995 Whittier Dr. 968-4050

LAUNDRIES

SPARKLE JANITORIAL SERVICE

Office Cleaning — Window Cleaning
Complete Commercial Maintenance
967 7272

5798 A Armitos Goleta
See our ad page 22.

ORIENT HAND LAUNDRY
290 S. Fairview 967-5423

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*Finest In Quality & Service Since 1904
Free Pick-up and Delivery
5957 Calle Real 967-2008*

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5144 Hollister Ave. 967-8812

NORGE VILLAGE LAUNDRY
163 N. Fairview 964-6011
Quick, clean service & dry cleaning

QUICK CLEAN CENTER
92 S. Fairview 967-9047

TURNPIKE COIN LAUNDRY
157 S. Turnpike Rd. 964-9336

WASH & SHOP
420 S. Fairview 967-8413

LAWN MOWERS

GOLETA MOWER
5772A Hollister Ave. 964-2315

LEATHER SHOPS

LEATHER LTD.
6529 Trigo Rd. 968-6619
Fine leather goods — Retail & mfrs.

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420 S. Fairview 967-1517

LINEN SUPPLY SERVICE

MISSION LINEN SUPPLY

*Complete Linen; Towel & Garment
Rental Service*

Linen Service Industrail Service
962-7687 965-2415
712 E. Montecito 725 E. Montecito

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BENNY'S LIQUOR STORE
5858 Hollister Ave. 967-3113

GOLETA VALLEY LIQUORS
5788 Hollister Ave. 967-1516

HI-TIME LIQUORS
109 S. Fairview 967-8514
160 N. Fairview 967-0511
5110 Hollister Ave. 967-5053

SIX-PAK SHOP, THE
176 Aero Camino 968-3314
Wines, Beers

LITHOGRAPHIC NEGATIVES & PLATES

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600 Francis Botello Road 964-4613
*Fine 4-color Negatives For The
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Reproductions of Paintings For Prints
& Brochures*

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GOLETA VALLEY LOCKSMITHS
2988 S. Orange 964-2883

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AMBROSE MILL & LUMBER
22 S. Fairview 967-1259
Lumber & building materials

CHANNEL CITY LUMBER CO.
35 Aero Camino 968-9645

COAST LUMBER & FENCE CO.
60 S. Kellogg 967-7516

GOLETA PLYWOOD & LUMBER
274 S. Fairview 964-6916

MACHINE SHOPS

AERO INDUSTRIES
5736 Thornwood Dr. 964-1615

DA PRA ENGINEERING CO.
5733 Hollister Ave. 964-5112

DYNA PRECISION DEVELOPMENT CO.
375 Pine 964-4617

EXPERIMENTAL MACHINE
735 S. Kellogg 967-9413

FRASER MACHINE PRODUCTS INC.
6338 Lindmar Dr. 967-3448

INMAN, W. F. Co.
810 Wallace Becknell Rd. 967-8314

JEROMIN MACHINE & MFG. CO.
705 Norman Firestone Rd. 964-4611

MIL-TRONICS INC.
100 Dean Arnold Pl. 967-4613

MONARCH INSTRUMENTS CO. INC.
57408 Thornwood Dr. 967-5661

PACIFIC ENGINEERING
375 Pine 967-8015

SPECIALTY TOOL & SUPPLY
108 Aero Camino 968-3518

MACHINERY RENTING

S & M EQUIPMENT RENTAL
253 S. Orange 967-6113

MAGAZINE DEALERS & DISTRIBUTORS

SANTA BARBARA NEWS AGENCY
879 S. Kellogg 967-2367
Wholesale only

MARBLE—SYNTHETIC

ROYAL CULTURED MARBLE
30 S. La Patera Ln. 964-1815

MEAT—RETAIL

COUNTRY MEAT MARKET
5925 Calle Real 964-3811
Specialists in fine meats

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123 Aero Camino 968-1051

VALLEY PROVISIONS
158 Aero Camino 968-1515

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TOMLIN, BILL MEN'S SHOP
147 N. Fairview 967-4801
See our ad page 10.

VILLAGE GREEN MEN'S WEAR
966 Embarcadero Del Mar 968-3611

MERCHANDISING & MARKETING CONSULTANTS

TILGHMAN, LEWIS ASSN.
5333 Hollister Ave. 967-3300

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P. K. ENGINEERING & MFG. CO.
5728 Thornwood Dr. 964-6144

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AEROMETRIC RESEARCH
S. B. Municipal Airport 967-1246

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30 Winchester Canyon Rd. 968-5115

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RANCHO MOBILE HOMES
7465 Hollister Ave. 968-1812

SANTA BARBARA WEST
MOBILE HOME PARK
30 Winchester Canyon Rd. 968-7700

UNIVERSITY TRAILER PARK
520 Pine Ave. 964-1614

WAYSIDE VILLAGE
7368 Hollister Ave. 968-7612

MOTELS

HOLIDAY INN
5650 Calle Real 964-6241
See our ad page 28.

ISLA VISTA HILTON
956 Embarcadero Del Norte 968-4103

JOHNSON, HOWARD MOTOR LODGE
4770 Calle Real 964-3511
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Santa Barbara Airport 967-2336

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In downtown Goleta

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Rentals & Lease-Back Plans
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Local or Nationwide

LYON VAN & STORAGE CO.
27 E. Cota S.B. 966-7103
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NELSON, HARRY MUSIC STUDIO
302 S. Pine 967-8967

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SANTA BARBARA ACCORDIAN CENTER
5384 Hollister Ave. 964-5005
Instruction & Sales

VALLEY MUSIC CO.
5731 Hollister Ave. 967-1761

NEWSPAPERS

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1301 Norman Firestone Rd. 967-4514
Weekly Community Newspaper

GOLETA VALLEY TODAY
325 S. Magnolia 964-7767
Goleta's Morning Daily

SANTA BARBARA NEWS-PRESS

Evening Sunday
41,896 44,811

ABC Report 12 Months
Ending September 30, 1970

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SANTA BARBARA
De la Guerra Plaza **966-3911**

See our ad page 10.

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DEIGAARD NURSERIES INC.
More Rd. 967-1131

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5398 Dorwin Ln. 967-3125

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See our ad page 8.

VALLE VERDE CONVALESCENT HOME
900 Calle De Los Amigos 964-3556

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Utilities Paid

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DECORATING
5293 University Dr. 967-6537

ENGMANN PAINTING & DECORATING
5688 Cathedral Oaks Rd. 964-1301

ERICKSON, EDGAR J.
619 San Marino Dr. 967-3580

GAETANO, NICK
37 Plumas Ave. 968-1774

GALVIN & CANTRELLE
159 Alpine Dr. 968-1947

HOLZER, HERMAN
672 San fernando Rd. 967-6727

LINDSAY, BERNARD
6222 Avenida Ganso 967-6093

LUCAS, JACK
4776 Andrita 967-5714

SAITTA, FRANK
591 Evonshire Ave. 967-4109

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25 Walnut Ln. 967-0692

SCHREIBKE, GEO. P.
5133 Tabano Way 964-2085

STEVENS PAINTING & DECORATING
5191 Calle Asilo 964-6126

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AUTREY, EVERT ALLEN
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110 David Love Pl. 967-3469

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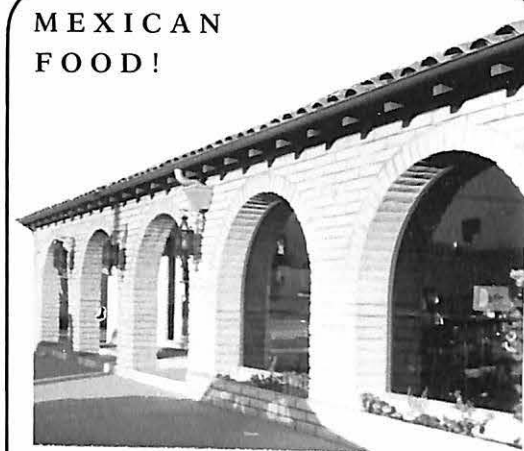
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MEXICAN FOOD RESTAURANT
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TIMM, DONALD
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Industrial, Commercial & Aerials

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7036 Madera Dr. 968-2486

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PHYSICIANS & SURGEONS-Dermatology

ABELS, DAVID J.
5333 Hollister Ave. 964-1514

PHYSICIANS & SURGEONS-Ear, Nose & Throat

DI BARTOLEMEO, JOS. R.
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GILLIES, DONALD R.
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MARTIN, W.H.
5333 Hollister Ave. 964-6926

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215 Pesetas Ln. 964-6211

O'ROARK, JAS. F.
5370 Hollister Ave. 967-5177

VINCENT, NICHOLAS J.
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ALTAVILLA, THOS.
5370 Hollister Ave. 967-0157

ATCHISON, JOE L.
5333 Hollister Ave. 967-3491

BAILEY, R.J.
5333 Hollister Ave. 967-3491

BECKER, ROBT. L.
5333 Hollister Ave. 967-3437

BRYANT, C.W.
5333 Hollister Ave. 967-5644

DONALD, AL
5333 Hollister Ave. 967-0421

DORWIN, FRANCES MOFFETT
5370 Hollister Ave. 967-2818

EVERETT, EUGENE T.
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LEWIS, WALTER M.
215 Pesetas Ln. 964-6211

MIZES, DAVID
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215 Pesetas Ln. 964-6211

GEHART, WM. F.
215 Pesetas Ln. 964-6211

HALLING, GEO. R.
215 Pesetas Ln. 964-6211

HAMILTON, VAN R.
215 Pesetas Ln. 964-6211

HASKELL, MELVILLE H. JR.
215 Pesetas Ln. 964-6211

HILL, THURMANK.
215 Pesetas Ln. 964-6211

SHIELDS, JACK W.
215 Pesetas Ln. 964-6211

SWEENEY, DONAL F.
215 Pesetas Ln. 964-6211

PHYSICIANS & SURGEONS-Neurology

GREER, HUGH D. III
215 Pesetas Ln. 964-6211

PHYSICIANS & SURGEONS-Obstetrics & Gynecology

GRAY, LEE
215 Pesetas Ln. 964-6211

GREEN, RALPH L.
5333 Hollister Ave. 967-3443

JOSEPH, DANIEL M.
5333 Hollister Ave. 967-4553

LOUGHRIN, THERION D.
215 Pesetas Ln. 964-6211

SHIPP, JAMES F.
5333 Hollister Ave. 967-4553

PHYSICIANS & SURGEONS-Pediatrics

CALENE, JAMES G.
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COFFIN, LEWIS A. III
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MANSBACK, LAURENCE C.
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HEBERT, DONALD H.
215 Pesetas Ln. 964-6211

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215 Pesetas Ln. 964-6211

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DOANE, WILSON A. (General)
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GAINOR, JOHN W. (Orthopedic)
215 Pesetas Ln. 964-6211

GRAHAM, WALTER C. (Orthopedic)
215 Pesetas Ln. 964-6211

HARRIS, JOHN B. (Neurological)
5333 Hollister Ave. 964-3545

HOLIAN, DARWIN K. (General)
5333 Hollister Ave. 967-1289

MAZZETTI, ROBERT F. (Orthopedic)
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McKITTRICK, JAMES E. (General)
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Photo: Donald Timm



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Photo: Abernethy Photography



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Photo: Donald Timm



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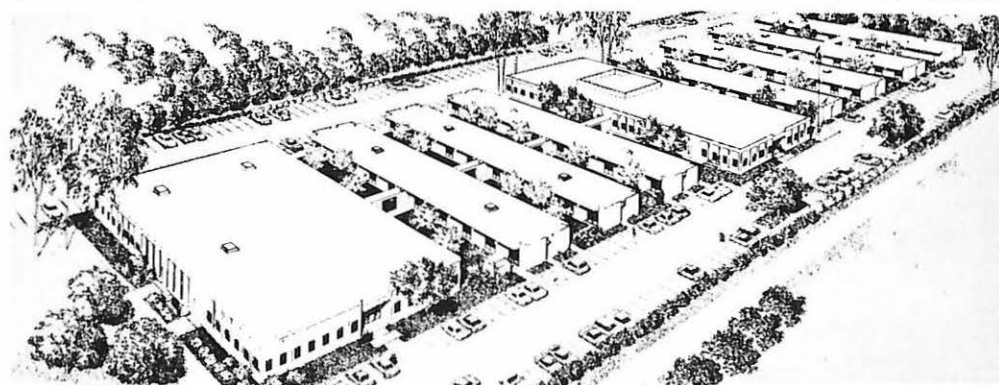
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