

INTRODUCTION

R L. POLK & CO., publishers of the Santa Cruz Directory, as well as more than 700 other city, county, state and national directories, present to subscribers and the general public, this the 1935 edition of the Santa Cruz Directory (which also includes Watsonville and Santa Cruz County, together with rural free delivery box holders on routes which are pivotal from the Santa Cruz and Watsonville Post Offices).

Confidence in the growth of Santa Cruz's wealth, industry and population, and in the advancement of its municipal and social activities, will be created as sections of this directory are consulted, for the directory is a mirror truly reflecting Santa Cruz to the world.

The enviable place occupied by POLK'S directories in offices, stores, libraries and homes throughout the country, has been established by rendering the best in directory service. With an unrivaled organization, having the courteous and hearty cooperation of the business and professional men and residents, the publishers feel that the results of their labors will meet with the approval of every user, and that the Santa Cruz Directory will fulfill its mission as a source of authentic information pertaining to the city.

POPULATION

The estimated population of Santa Cruz is 17,842, based on the number of individuals' names in the alphabetical section of the directory, with due allowance for children and for women whose names are not listed separately from those of their husbands. Territory immediately adjacent, which is part of the city, as far as business and social life are concerned, is included in the directory.

SIX MAJOR DEPARTMENTS

The several essential departments are arranged in the following order:

THE BUYERS' GUIDE, pages 13 to 24, printed on tinted paper, contains the advertisements of leading manufacturing, business and professional interests of Santa Cruz. These pages will be found particularly interesting and instructive to substantial purchasing factors. The advertisements have been carefully grouped by departments and are indexed under headings descriptive of the business represented. This is reference advertising at its best and, as such, merits a survey by all buyers anxious to familiarize themselves with sources of supply. The city's activities, in many interesting phases, are authentically pictured. In an ambitious and progressive community like Santa Cruz, the necessity of having this kind of information immediately available is very great and frequently, pressing. General appreciation of this fact is evidenced by the liberal support the city directory enjoys in the many fields which it serves.

THE ALPHABETICAL LIST OF NAMES of residents, business firms and corporations is included in pages 25 to 184.

THE STREET AND AVENUE GUIDE AND DIRECTORY OF HOUSEHOLDERS covers pages 185 to 248. In this section the names of the streets