

**Tools—Whse & Mfrs**

Lodi Mfg Co 615 N Church.....Lodi 8-1308

**REPUBLIC SUPPLY CO OF CALIFORNIA THE**

UNION TWIST DRILLS & CUTTERS  
CARD TAPS & DIES  
BLACK & DECKER, STANLEY,  
CAPEWELL SAW BLADES  
PROTO, CRESCENT,  
LUFKIN, STARRETT

30 S Aurora.....Stockton 7-7858

**Tourist Courts—See Motor Courts**

**Tourists' Agencies—See Travel Bureaus**

**Towing Service—Automobile & Truck**  
See Automobile Towing

**Toys—Retail**

TURNER HARDWARE CO 116 W Pine..Lodi 8-0601

**Tractors**

ALLIS CHALMERS TRACTORS—  
MOORE EQUIPMENT CO INC  
N Hwy 99.....Stockton 4-7641

**CALIFORNIA TRACTOR & EQUIPMENT CORP**

**USED TRACTORS**

Good Used Parts  
New & Used Bearings  
New & Used Bulldozers

1247 S Wilson Wy.....Stockton 2-8742

**FORD TRACTORS—**

SALES & SERVICE

LODI TRACTOR CO 116 N School...Lodi 9-2258

**Tractors—(Cont'd)**

**GRACO**

International Crawler Tractors  
Wheel Tractors  
"FARMALL" TRACTORS  
SCRAPERS & BULLDOZERS  
Sales - Service - Repairs  
Used Tractors

126 S Main.....Lodi 9-4716

**H & M TRACTOR CO**

Oliver-Cletrac Tractors Complete Repair  
620 S Wilson Way.....Stockton 5-5737

**PREVENT THAT ACCIDENT**

To make a safe, convenient rack for your glass coffee maker top, remove the cover and cross supports from an old lamp shade.

**RENT A TRAILER**

(ALL TYPES)



Safe, Double Hitches Furnished

WE RENT BY  
HOUR • DAY • WEEK • MONTH  
LOCAL & ROUND-TRIP

Nationwide One-Way Service

**Stockton Trailer Vans**

2 Locations to Serve You

Call  
**STOCKTON**  
3-3795

OR

Call  
**STOCKTON**  
4-1127

902 E. WEBER AVE.

1420 N. EL DORADO

**Tractors—(Cont'd)**

**HOLT BROS**

Sales & Service

Caterpillar & John Deere  
Tractors - Farm Implements  
Harvesters - Killefer Tools

200 S Cherokee Ln.....Lodi 8-1593

**S & C FARM EQUIPMENT CO**

See Our Adv Under Farm Equipment  
230 N Stockton.....Lodi 9-2655

**Tractors—Renting**

Lodi Salvage Co

Garden Tractors & Rotatillers  
625 N Sacto.....Lodi 9-9670

**Tractors—Repairing**

**BECHTHOLD TRACTOR SERV**

TRACTOR REPAIR SERVICE  
Complete Motor, Electrical &  
Diesel Injection Pump Service  
& Repairing

1 Mile East of Victor  
Victor Rd.....Lodi 8-1227

GRACO 126 S Main.....Lodi 9-4716

HARRY'S GARAGE Lower Sacto Rd....Lodi 9-9394

S & C FARM EQUIPMENT CO

230 N Stockton.....Lodi 9-2655

**Trade Mark Registering**

See Patent Attorneys & Agents

**Trailer Equipment & Parts**

ALKEN CO 2634 N Wilson Wy....Stockton 3-2283  
Valley Mfg Co 1231 S Sacramento.....Lodi 9-5814

**Trailer Parks**

Frotic's Trailer Court 1235 S Sacto.....Lodi 8-1440  
George's Camp 1390 W Lockeferd.....Lodi 9-9887  
Lodi Trailer Village & Trailer Sales  
320 N Cherokee Ln.....Lodi 9-9964  
Van Pelt's Trailer Court S Cherokee Ln..Lodi 9-2553

**Trailers—Commercial**

Winters Motor Co 99 Hwy.....Lodi 9-4147

**Trailers—Renting**

Siegalkoff H F & Son 112 N Church....Lodi 8-1487  
**STOCKTON TRAILER VANS**  
902 E Weber.....Stockton 3-3795  
(See Advertisement This Page)

**Travel Bureaus**

**AIR AMERICA INC**  
St Mark Hotel  
12th & Franklin Oakland....Templebar 2-7300

**AIRCOACH RESERVATIONS**  
St Mark Hotel  
12th & Franklin Oakland....Templebar 2-7300

**AIRLINE RESERVATIONS INC**  
St Mark Hotel  
12th & Franklin Oakland....Templebar 2-7300

**CHARLES TRAVEL SERVICE**

**RESERVATIONS**

HOTELS - RESORTS  
TOURS - CRUISES

Steamship - Railroad - Airplane

125 N Hunter.....Stockton 9-9096

Charles Travel Service  
125 N Hunter.....Stockton 9-9096  
(See Advertisement This Page)

**NORTH STAR AIRCOACH**  
St Mark Hotel  
12th & Franklin Oakland....Templebar 2-7300

**TRANS AMERICAN AIRLINES**  
St Mark Hotel  
12th & Franklin Oakland....Templebar 2-7300

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**BELL-CRAFT ENGRAVERS**  
2618 F Sacramento.....Gilbert 3-5510

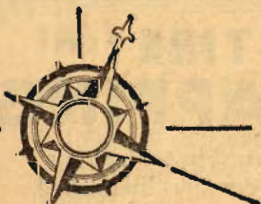
**"Your Local Travel Agent"**

**AIR - RAIL - STEAMER - HOTEL - RESORT  
RESERVATIONS AND TICKETS  
FOREIGN AND DOMESTIC**

ALASKA  
UNITED STATES  
SOUTH AMERICA  
HAWAII  
MEXICO

EUROPE  
CENTRAL AMERICA  
WEST INDIES  
CARIBBEAN  
ORIENT

Individual & Escorted Tours & Cruises



**Stockton 9-9096**

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*Charles Travel Service*

**125 N. HUNTER STOCKTON**



**Trucking**

Bitzer B H 812 S Garfield.....Lodi 9-3127  
 Calkins Les Trucking Co  
 Dump Truck Contracting  
 504 E Elm.....Lodi 9-5769

**CITY TRANSFER CO**

W. L. IREY, Mgr.  
**MOVING — DRAYAGE**  
**PACKING — CRATING — SHIPPING**  
 Agents Mayflower Transit Co.  
 336 E Locust.....Lodi 8-1353

Delta Lines Inc Stockton  
 From telephones served from Lodi Exchange  
 only (No Inter-City Charge)  
 Ask "Operator" for Entrprise 10576

**JOHNS & POHLE TRUCKING CO**

**COMMERCIAL TRUCKING**  
**BOOM TRUCK SERVICE**  
**BULK WINE HAULING**  
 Cor. 99 Hwy. & Turner Rd.  
 N Cherokee Ln.....Lodi 9-3778  
 If no answer call.....Lodi 9-6791

Johns Robt 330 Daisy Av.....Lodi 9-6791  
**LODI TRUCK SERVICE** S Cherokee Ln.....Lodi 9-5121  
 (See Advertisement This Page)

**MERCHANTS EXPRESS CORP**

1000 S Aurora Stockton  
 From telephones served from Lodi Exchange  
 only (No Inter-City Charge)  
 Ask "Operator" for Entrprise 10512  
 Roth Donald P 1325 S Church.....Lodi 8-1475  
 Schauer John E 2 N Avena.....Lodi 9-2387  
 Valley Express Co  
 Pickup Dept 336 E Locust.....Lodi 8-1353  
 Stockton Office  
 From Lodi Exchange only (No Inter-City Charge)  
 Ask "Operator" for Entrprise 10548

Advertise here—it pays.

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**COMMON CARRIER**

*General Commodities*



**HEAVY DUTY  
 WRECKER SERVICE**

*Trucks for Every Purpose*  
 Flat Racks - Freight Vans  
 Tank Trucks

*All Cargo Insured*

*Phone*

**LODI 9-5121**

S. Cherokee Lane Lodi  
 1 Block So. of Kettleman Ln.  
 West Side of 99 Hwy.

**Trucks-Industrial**

**CONNELL MOTOR TRUCK CO INC**  
 2211 N 99 Hwy.....Stockton 8-8984

**TOWMOTOR FORK LIFT TRUCKS**

For All Types  
 of  
**LIFTING**  
**TRANSPORTING**  
 and **STACKING**



**"WHERE TO BUY IT"**

**FACTORY BRANCH**

Towmotor Corp  
 699-4th Oakland.....Twinoaks 3-3668

**Trucks-Motor, Bodies-New**

**HEIL EQUIPMENT CO**

Hydraulic Hoists — Dump Bodies — Steel  
 Platform Bodies — Knapheide Wood Floor  
 Bodies Including Platform Grain, Livestock  
 and Rack Types — Six Wheel Attachments  
 Milk Storage and Transport Tanks  
 Power Tailgates

999-16th San Francisco....Klondike 2-3040  
 Local Rep.....Modesto 3-6607

**Trucks-Motor, Dealers-New**

**BROWN L G** 216 S Sacto.....Lodi 8-0621  
 (See Advertisement This Page)

**CHEVROLET ADVANCE-DESIGN TRUCKS**

Dependable  
 performance!  
 Low cost per mile!  
 Wide choice of models!  
 There's a Chevrolet truck that's just right for your  
 business.



**"WHERE TO BUY IT"**

Loewen Auto Co 9 W Locust.....Lodi 9-2716

**CONNELL MOTOR TRUCK CO INC**  
 2211 N 99 Hwy.....Stockton 8-8984

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**DREW JOHN MOTORS**  
 2 W Lockeford.....Lodi 9-2739

**FORD TRUCKS SALES & SERVICE**

FORD TRUCKS ARE  
**"BONUS BUILT"**  
 TO LAST LONGER



**"WHERE TO BUY IT"**

**KRIEGER MOTOR CO**  
 117 S Sacramento.....Lodi 9-4725

**G M C TRUCKS—**  
**MOORE EQUIPMENT CO INC**  
 N Hwy 99.....Stockton 4-7641

**L. G. BROWN  
 GMC TRUCKS**



**Sales & Service**

**OLDSMOBILE**

**Sales & Service**



**Phone Lodi  
 8-0621**

**216 S. Sacramento Lodi, Calif.**

**Trucks-Motor, Dealers-New-  
 (Cont'd)**

**GRACO**

**International Motor Trucks**  
 Gasoline & Diesel  
**WEST COAST SPECIALS**  
 Used Trucks

126 S Main.....Lodi 9-4716

**PETERBILT TRUCK SALES & SERVICE**  
 2211 N 99 Hwy.....Stockton 8-8984

**RED TRUCK SALES & SERVICE—**  
**HENTSCHEL H G MOTOR SALES**  
 521 S Cherokee Ln.....Lodi 9-2479

**Trucks-Motor, Equipment &  
 Parts-New**

**MORRIS AUTO SUPPLY CO**  
 112 S Main.....Lodi 9-5194

**Trucks-Motor, Painting**  
 See Automobile Painting

**Trucks-Motor, Rental**

**A-1 Truck Rental Co**  
 300 S California.....Stockton 3-3578  
 (See Advertisement This Page)

**STOCKTON RENT-A-TRUCK**

**JOE MORGAN** **GEORGE RAGSDALE**  
**LICENSED & INSURED**  
**Open 7 Days a Week**  
**Rates by Hour — Day — Week or Trip**  
 Furniture Vans — Stakes — Flatbeds — Pick-Ups  
 400 N Calif.....Stockton 4-1670  
 Washington & Sutter.....Stockton 3-4692

**Trucks-Motor, Repairing**

**GRACO** 126 S Main.....Lodi 9-4716

**Trucks-Motor, Towing**  
 See Automobile Towing

**Trust Companies—See Banks**

**Tubing**

**DRAKE STEEL SUPPLY CO**  
 118 N San Joaquin.....Stockton 7-7507

**Tuxedo Renting—See Dress Suit Renting**

Don't forget to plan for concealed  
 telephone conduit and convenient loca-  
 tions for telephone outlets when you  
 build your new home. These built-in  
 telephone facilities add real value to a  
 home, yet their cost is very small if they  
 are installed during construction.

**TRUCKS FOR RENT  
 YOU DRIVE**

**REASONABLE RATES**

By  
**DAY - WEEK - MONTH**

**Pick-ups - Vans - Racks**

**A-1 Truck Rental**

**COMPANY**

IN Lodi  
**E. NIES ASSOCIATED SERVICE**

2 North Cherokee Lane  
 IN STOCKTON  
 300 So. California Stockton 3-3578

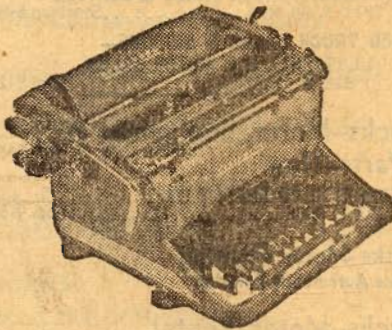


# TYPEWRITERS

RENTALS - SALES - SERVICE

Exclusive Distributor for  
**UNDERWOOD STANDARD  
UNDERWOOD ALL-ELECTRIC**

All Makes of Portables



USED UNDERWOOD - REMINGTON  
ROYAL & L. C. SMITH

Rent For As Low As \$3.00 Per Month  
Fully Guaranteed

ONE YEAR TO PAY - No Carrying Charge

**SAN JOAQUIN BUSINESS MACHINES**

Next to Water Company at  
106 NORTH CALIFORNIA STREET

**STOCKTON 4-4421**

# UPHOLSTERY

Just Like New



Lodi  
**9-9485**

In Upholstered Furniture  
The Reputation of The  
Maker Is Your Best  
Guarantee of Quality

**32 YEARS EXPERIENCE**

Prompt and Courteous Service

NEWEST FABRICS  
DOMESTIC AND IMPORTED

**DRAPERIES  
RECOVERING  
TUFTING  
ANTIQUES**

Be Sure It's

**ABEL UPHOLSTERY**

404 W. LODI AVE.

MFRS. AND DESIGNERS OF FINE  
FURNITURE AND DISTINCTIVE  
DRAPERIES

## Typewriters

### A-1 HOME TYPEWRITERS

BRAND NEW STANDARD PORTABLES  
RENTED \$5.00 MONTH

Our Rental-Purchase Plan  
Saves Rent. Investigate

Free Trial. Trade-Ins Accepted  
Ask for Free Valuable Information

22 N School.....Lodi 9-6539  
340 E Weber Av.....Stockton 6-6627

Curry's Stationery 20 S School.....Lodi 9-2672

### REMINGTON RAND TYPEWRITERS—

ALL TYPES

REMINGTON RAND INC

428 E Market.....Stockton 4-4749

### ROYAL TYPEWRITERS—

LLOYD'S BUSINESS MACHINES

39 S San Joaquin.....Stockton 4-0340

## ONE STOP SERVICE

— FOR —  
OFFICE EQUIPMENT & SUPPLIES



TYPEWRITERS  
ADDING MACHINES  
STATIONERY &  
SUPPLIES



RENTALS

STANDARD  
OFFICE EQUIPMENT  
CO.

REPAIRS



340 E. Weber, Stockton  
Telephone  
Stockton 6-6769



## A-1 Upholstering & Furniture Co.



Slip Covers - Drapes & Spreads  
Repairing - Recovering - Remodeling

New Sets Made-to-Order

Free Estimates - Guaranteed Work

Call **LODI 8-1031**

16 W. ELM ST.

LODI

## W. G. CLEMINGS

*Upholstery - Draperies*



Reliable, Reasonable, Responsible  
RECOVERING OF ANTIQUES

Call **LODI 8-1367**

207 S. Hutchins

Lodi

## Typewriters—(Cont'd)

San Joaquin Business Machines

106 N California.....Stockton 4-4421  
(See Advertisement This Page)

Siegfrieds' 6 W Pine.....Lodi 9-9058

Standard Office Equipment Co  
340 E Weber.....Stockton 6-6769  
(See Advertisement This Page)

### UNDERWOOD TYPEWRITERS—

SAN JOAQUIN BUSINESS MACHINES

106 N California.....Stockton 4-4421

WRIGHT'S 105 S School.....Lodi 9-2743

## Typewriters—Renting

### A-1 HOME TYPEWRITERS

22 N School.....Lodi 9-6539

San Joaquin Business Machines  
106 N California.....Stockton 4-4421

## Typewriters—Repairing

A-1 Home Typewriters 22 N School.....Lodi 9-6539

San Joaquin Business Machines  
106 N California.....Stockton 4-4421

## Undertakers

See Funeral Directors

## Unit Heat

See Furnaces Headings; Also Heaters

## United States Government Offices

See Alphabetical Directory under  
"U S Government"

## Upholsterers

### A-1 UPHOLSTERING CO

16 W Elm.....Lodi 8-1031  
(See Advertisement This Page)

Abel Upholstery 404 W Lodi Av.....Lodi 9-9485  
(See Advertisement This Page)

CLEMINGS W G 207 S Hutchins.....Lodi 8-1367  
(See Advertisement This Page)

## Upholstery Cleaners

### LANGLOIS & SON

1219 S Sacramento.....Lodi 9-3238  
(See Advertisement This Page)

R & J CLEANERS 218 W Pine.....Lodi 9-2694  
ROY & DAVE CLEANERS 209 Watson.....Lodi 9-4046

A store may not immediately come to the mind of a prospect when special services are desired, such as are offered by a Beauty Salon, Radio or Watch Repairing Department. Many establishments, realizing this, advertise under several classifications in the Classified Directory. Thus they direct more business their way.

## Upholstery Cleaners



FOR PICK-UP  
& DELIVERY

Phone

**LODI 9-3238**

If no answer call Lodi 8-1007

We Specialize in  
RESTORING COLOR - DEMOTING  
CUTTING - BINDING - SIZING  
EXPERT CLEANERS OF  
CARPETS - RUGS - DRAPES - ETC.

**LANGLOIS & SON**

1219 S. SACRAMENTO

LODI



**Vacuum Cleaners—Dealers**

**APEX VACUUM CLEANERS**

"The Peak of Quality for More Than 35 Years."

Apex Upright and Cylinder Cleaners represent the peak in house cleaning perfection. See Apex before you buy!



"WHERE TO BUY THEM"

**DISTRIBUTOR**

Superior Sales Co  
1808 Q Sacramento..... Hudson 4-8551

**DEALER**

Thompson Electric & Refrigeration Serv  
115 E Lodi Av..... Lodi 9-4493

**AUTHORIZED FACTORY PARTS & SERVICE**

Thompson Electric & Refrigeration Serv  
115 E Lodi Av..... Lodi 9-4493

**Boss Appliance**

1305 Buena Vista..... Stockton 5-5973  
Central Valley Kirby Co 831 E Main. Stockton 4-8238  
(See Advertisement This Page)

**Electrolux Authorized Agcy**

414 S Central Av..... Lodi 9-4890

**Electrolux Authorized Agcy**

615 1/2 S Cherokee Ln..... Lodi 9-5593

**ELECTROLUX CORP** 22 N School..... Lodi 9-9750

(See Advertisement This Page)

Emery & Brown Electric 109 S School... Lodi 8-0676

**FILTER QUEEN OF LODI** 115 W Oak... Lodi 8-0196

(See Advertisement This Page)

**LEWYT SALES AND SERVICE**

NO DUST BAG TO EMPTY

It's quiet—no roar! Lewyt picks up more lint, thread, hair—with less rug wear. Filters the air 3 times. You breathe no dusty odors.



FREE HOME DEMONSTRATION

"WHERE TO BUY THEM"

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**GILBEAU'S** 106 N Sacramento... Lodi 9-4516

**Rexair Sales & Service**

503 W Acacia..... Stockton 4-1343

**Valves**

**GUNTERT & ZIMMERMAN**

Lindsay & Monroe..... Stockton 4-8713

**REPUBLIC SUPPLY CO OF CALIFORNIA THE**

LUNKENHEIMER

BRONZE — IRON — STEEL

NORDSTROM LUBRICATED PLUG

ALLOYCO STAINLESS STEEL

CLEARFLOW BUTTERFLY

30 S Aurora..... Stockton 7-7858

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San Joaquin Wholesale Co 1130-6th. Modesto 3-7960

**Variety Stores**

Barner G W & Co 12 N School..... Lodi 9-9940

Elmer's Five Ten & Fifteen

608 S Central Av..... Lodi 9-5519

Ninety Nine Variety 99 Hwy..... Lodi 9-9681

Sprouse-Reitz Co Inc 112 S School..... Lodi 9-5985

Woolworth F W Co 115 S School..... Lodi 9-3207

**Venetian Blind Dealers & Mfrs—**

**Retail**

**FLEXALUM—**

GIENGER LINOLEUM SERV

355 E Lodi Av..... Lodi 9-9527

**SOUSA'S VENETIAN BLIND SERVICE MFRS**

1120 W Fremont..... Stockton 3-5509

**WISNER & MILLER**

Outside Venetian Blinds

730 N Calif..... Lodi 9-3524

You'll find it fast in the YELLOW PAGES.

**ELECTROLUX  
Cleaner & Air Purifier\***

The Only Authorized  
Sales - Service - Supplies  
& *Genuine* Factory Rebuilts

CALL

**LODI 9-9750**

Stockton Office STOCKTON 9-9519

*Bonded Representative  
Will Call By Appointment*

**Electrolux Corporation**

\*Reg. U.S. Pat. Ojc. 22 N. School St., Lodi

**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

*Classified*  
**TELEPHONE SECTION**

Factory Authorized Sales & Service



Telephone  
**Stockton**  
**4-8238**

DON'T BUY A VACUUM CLEANER  
SEE A KIRBY, MAID FOR YOU  
*Guaranteed for a Life-Time  
of Complete Cleaning Service  
"Shown by Appointment Only"*

**Central Valley Kirby Co.**

831 E. MAIN

STOCKTON

**FILTER QUEEN**

IMAGINE  
NO DIRT BAG - NO WATER  
IT'S TRULY AMAZING  
SEE FOR YOURSELF  
2 YEAR UNCONDITIONAL GUARANTEE  
SALES • SERVICE • PARTS

For Home Demonstration Call

**LODI 8-0196**

Sarkis Karzakian - Local Distr.

**FILTER QUEEN OF LODI**

115 W. OAK ST.

LODI

*When*  
**Emergencies**  
**Arise**

In emergency situations you want to call someone in a hurry. Whether it's a radio repairman, veterinarian, electrician, or nurse, you can find who is nearest to call when you

Look in the

*Classified*  
**TELEPHONE SECTION**

The Yellow Pages Contain Announcements of Concerns  
Nearest You, Who Feature 24-Hour Emergency Service



# STOCKTON VETERINARY SUPPLY & HOSPITAL

DR. F. H. SAUNDERS, Prop.



SUPPLIES FOR ALL LIVESTOCK INCLUDING DOGS & CATS

Serums - Vaccines - Drugs  
INSTRUMENTS & SYRINGES

Everything for  
**HORSES - CATTLE - SHEEP  
HOGS & POULTRY**

Distributors for  
Cutter & Lederle  
Laboratories

VETERINARY PRODUCTS

DAIRY SUPPLIES  
Dog & Cat Remedies



CALL STOCKTON  
**4-4521**

SEE YOUR DRUGGIST OR MAIL DIRECT  
Mail Orders Given Prompt Attention

336 E. Lafayette

Stockton



Fashioned For Your Home  
Let Us Help You  
Make Your Walls Wonderful  
Select  
From Our Wide Assortment

ALL MAJOR BRANDS

DOMESTICS  
HANDPRINTS  
IMPORTS  
SCENICS  
MURALS

DOCUMENT PATTERNS

LODI 9-6835

**DERRICK'S  
MORWEAR PAINT STORE**

130 NO. SCHOOL



## Veterinarians

CAMPBELL L J 39 N Ham Ln. . . . . Lodi 9-6601  
Residence Call . . . . . Lodi 9-4229  
If no answer call. . . . . Lodi 9-6429

CARLETON THOMAS J  
325 W Lockeford. . . . . Lodi 9-9794

DOW CARROLL E 39 N Ham Ln. . . . . Lodi 9-6601  
Residence call . . . . . Lodi 9-6429  
If no answer call. . . . . Lodi 9-4229

Nelson Geo W I  
Practice Limited To Dogs-Cats-Pets  
1234 N Wilson Wy. . . . . Stockton 3-1234

SAUNDERS F H  
336 E Lafayette. . . . . Stockton 4-4521

## Veterinarians' Supplies

CAMPBELL L J 39 N Ham Ln. . . . . Lodi 9-6601  
DOW CARROLL E 39 N Ham Ln. . . . . Lodi 9-6601

GALT VETERINARY SERVICE  
Dr Jay E Stanton  
235 Lincoln Way. . . . . Galt 3471  
If no answer call. . . . . Galt 4121

LODI VETERINARY HOSPITAL  
325 W Lockeford. . . . . Lodi 9-9794  
Stockton Veterinary Supply Co  
336 E Lafayette. . . . . Stockton 4-4521  
(See Advertisement This Page)

## Veterinary Hospitals

CAMPBELL L J 39 N Ham Ln. . . . . Lodi 9-6601  
DOW CARROLL E 39 N Ham Ln. . . . . Lodi 9-6601

LODI VETERINARY HOSPITAL  
Dr Thomas J Carleton  
325 W Lockeford. . . . . Lodi 9-9794  
Nelson Geo W I  
Practice Limited To Dogs-Cats-Pets  
1234 N Wilson Wy. . . . . Stockton 3-1234

SAUNDERS F H 336 E Lafayette. . . . . Stockton 4-4521

## Visible Record Systems

See Filing Equipment & Supplies

## Vitamin Products—Distrs

Knapp's Health Food & Vitamins Store  
22 N School. . . . . Lodi 9-3154

## Wall Coverings

See Specific Kinds i.e., Canvas Products,  
Wallpaper Headings, Linoleum Headings, Etc

## Wallpaper—Dealers

DERRICK MORWEAR PAINT STORE  
130 N School. . . . . Lodi 9-6835  
(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.



*Incidentally*

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

THE PACIFIC TELEPHONE  
AND TELEGRAPH COMPANY

## War Surplus Merchandise

See Army & Navy Goods; Also Surplus Merchandise

## Warehouses—Private

Rosenberg Bros & Co 232 N Washington. Lodi 9-2683

## Warehouses—Public

### CITY TRANSFER CO

Household Goods  
General Merchandise  
**STORAGE**  
MOVING - PACKING - CRATING  
Mayflower Warehouse  
336 E Locust. . . . . Lodi 8-1353

The Classified Telephone Directory tells purchasers where to buy your goods.

## Emergency!

An emergency arises—you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—

LOOK IN THE

*Classified*  
**TELEPHONE SECTION**

When the name  
of a

**BUSINESS  
HOUSE**

has been forgotten

... or when you are new to the city, or when you simply want to find a telephone number the quickest way...

Look in the

**YELLOW PAGES**



**Washing Machines—Dealers**

**APEX WASHERS & IRONERS**

See the amazing Apex WASH-A-MATIC — the automatic washer that gets clothes FLUFFY-CLEAN. Also, see the Apex FOLD-A-MATIC Ironer and the complete line of Apex Spiral Dasher Washers.



"WHERE TO BUY THEM"

**DISTRIBUTOR**

Superior Sales Co  
1608 Q Sacramento.....Hudson 4-8551

**DEALERS**

**NINETY-NINE FURNITURE**  
200 N Cherokee Ln.....Lodi 9-9508  
**Thompson Electric & Refrigeration Serv**  
115 E Lodi Av.....Lodi 9-4493  
**VICTOR HARDWARE Victor**.....Lodi 9-4259

**AUTHORIZED FACTORY PARTS & SERVICE**

Thompson Electric & Refrigeration Serv  
115 E Lodi Av.....Lodi 9-4493

**BENDIX AUTOMATIC HOME LAUNDRY—**

GRAY'S 106 W Elm.....Lodi 9-3935

**DEXTER WASHING MACHINES—**

THOMPSON ELECTRIC & REFRIGERATION  
SERV 115 E Lodi Av.....Lodi 9-4493

**FRIGIDAIRE AUTOMATIC WASHERS**

See Frigidaire Automatic Washer with "Live-Water" action and Rapidry-Spin. Also Frigidaire Ironers, dryers, refrigerators, electric ranges, food freezers, water heaters, dehumidifiers, air conditioners.



"WHERE TO CALL"

**SALES & SERVICE DEALER**

**ELECTRIC EQUIPMENT CO**  
8 W Pine.....Lodi 9-3727

**Fuller Home Appliance**

110 S Cherokee Ln.....Lodi 9-6854  
(See Advertisement This Page)

**GENERAL ELECTRIC HOME LAUNDRY EQUIPMENT**

For "Quick-Clean Washing," famous Wringer Washers, gentle, thorough washing action. Automatic Washers, with revolutionary G.E. improvements. Automatic Dryers, Automatic and Rotary Ironers.



"WHERE TO CALL"

**SALES & SERVICE DEALER**

**EMERY & BROWN ELECTRIC**  
109 S School.....Lodi 8-0676

**HOTPOINT LAUNDRY EQUIPMENT—**

GRAY'S 106 W Elm.....Lodi 9-3935  
**NORDLUND ELECTRIC Woodbridge**.....Lodi 9-4683

**MAYTAG FACTORY AUTHORIZED SALES AND SERVICE—**

**FULLER HOME APPLIANCE**  
110 S Cherokee Ln.....Lodi 9-6854

Maytag Sales & Service 7 W Elm.....Lodi 9-2872  
(See Advertisement This Page)

**TURNER HARDWARE CO**

Westinghouse Laundromat  
Hotpoint  
Thor

116 W Pine.....Lodi 8-0601

**WESTINGHOUSE LAUNDRY EQUIPMENT—**

**DISTRIBUTOR**

**WESTINGHOUSE ELECTRIC SUPPLY CO**  
1730-14th Sacramento.....Gilbert 3-6525

Advertise here—it pays.

**Maytag**



**MAYTAG  
AUTOMATIC  
WASHER**  
NO BOLTING  
DOWN  
**SALES  
&  
SERVICE**

**MAYTAG**

- DUTCH OVEN GAS RANGES
- FREEZERS
- REFRIGERATORS
- IRONERS

*Liberal Trade-In  
Easy Terms*

**FULLER  
HOME APPLIANCE**

*Lodi 9-6854*

110 S. Cherokee Lane

**FOR BEST RESULTS  
WITH YOUR TELEPHONE**

*please...*

Make sure of the number. If in doubt consult the Telephone Directory.

Speak with lips close to the mouthpiece, using your natural tone of voice.

And give the called person **TIME** to answer!

*Thank You!*



**Maytag**

*Sales  
&  
Service*



**HOME APPLIANCES**

*Maytag's Complete Line*

WASHING MACHINES AUTOMATIC  
RANGES & FREEZERS - REFRIGERATORS  
RADIOS & TELEVISION  
INSTALLATION & SERVICE

WE REPAIR ALL MAKES OF WASHERS

**J. H. KUNDERT &  
E. KUNDERT**

7 W. ELM **LODI 9-2872**

**WASHING  
MACHINES**

*Sales & Service*



*Authorized  
Sales & Service for*  
• APEX AUTOMATIC  
& CONVENTIONAL TYPE  
WASHERS  
• DEXTER AUTOMATIC &  
TWIN TUB WASHERS  
*Also*  
Ironers & Dryers

**EXPERT REPAIRS  
On All Makes & Models**

PHONE  
**LODI 9-4493**

PICK-UP & DELIVERY

**THOMPSON ELECTRIC &  
REFRIGERATION SERVICE**

115 East Lodi Ave.

Lodi



**Washing Machines—Repairing**

Lodi Appliance Repair 314 E Lodi Av. . . . Lodi 9-3835  
(See Advertisement This Page)

**MAYTAG SALES & SERVICE**

We Repair All Makes Of Washers  
7 W Elm. . . . . Lodi 9-2872

Thompson Electric & Refrigeration Serv  
115 E Lodi Av. . . . . Lodi 9-4493  
(See Advertisement Page 65)

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.

**Washing Machine  
Repairing**

*Complete Service  
on All Makes*



- WASHING MACHINES
  - RANGES & STOVES
  - SMALL ELECTRICAL APPLS.
- ALL WORK GUARANTEED  
PICK-UP & DELIVERY

Call  
**LODI 9-3835**

**LODI APPLIANCE  
REPAIR**  
314 E. LODI AVE.

**Busiest Book in the  
World**

The familiar telephone directory is America's No. 1 reference book. It is the busiest book in the world because it is helpful to practically everyone.

**Watches—Repairing**

**BACKMAN'S JEWELRY**

Jewelry Repaired—Quality Workmanship  
9 N School. . . . . Lodi 9-5757

**BITTERMAN JOHN G** 25 W Elm. . . . . Lodi 9-4593  
Guptill's Jewelry Str 22 S School. . . . . Lodi 8-0559

**KROLL'S JEWELRY**

All Work Guaranteed One Year  
5 N Sacto. . . . . Lodi 9-6361

**LABES JACK JEWELER** 23 S School. . . . . Lodi 9-5475

**MERCURIO TONY**

**EXPERT  
WATCHMAKER  
TONY MERCURIO**

121 E Pine. . . . . Lodi 9-9772

**Water Companies—Public Utility**

East Bay Municipal Utility Dist  
F & M Bldg. . . . . Lodi 9-3912  
Reclamation Dist No 548 Terminous . . . . . Lodi 9-4123

**Water Coolers & Fountains**

**WESTINGHOUSE WATER COOLERS—**

*DISTRIBUTOR*

WESTINGHOUSE ELECTRIC SUPPLY CO  
1730-14th Sacramento . . . . . Gilbert 3-6525

**Water Filters—See Filters**

More and more, business men are finding that it pays in good will to place and receive their telephone calls with as little time-lag for the other fellow as possible. They place their own calls or stay close to the telephone when they tell someone else to do it.

**WELL DRILLING**



LICENSED CONTRACTOR  
WORK GUARANTEED

Phone **LODI 9-3490**

**JOHNSON DRILLING CO.**

On Moore Road - Rt. 3 - Box 68B  
1/3 Mile South of Sargent Rd.

For  
fastest Long Distance  
service . . .  
Always give the  
out-of-town number

**Water Heaters—Dealers**

**DAY & NIGHT WATER HEATERS—**

MACO GAS CO 633 Victor Rd. . . . . Lodi 9-2731

**GENERAL ELECTRIC WATER HEATERS**

G-E Automatic Electric Water Heaters for all the hot water you need, when you need it. Completely automatic. No fuss. No fumes. No dirt.



**"WHERE TO CALL"**

*SALES & SERVICE DEALER*

**EMERY & BROWN ELECTRIC**

109 S School. . . . . Lodi 8-0676

**HOTPOINT ELECTRIC WATER HEATERS—**

GRAY'S 106 W Elm. . . . . Lodi 9-3935

**WESIX ELECTRIC WATER HEATERS—**

WAGERS ELECTRIC SERVICE  
Victor Rd. . . . . Lodi 9-6419

**WESTINGHOUSE WATER HEATERS—**

*DISTRIBUTOR*

WESTINGHOUSE ELECTRIC SUPPLY CO  
1730-14th Sacramento . . . . . Gilbert 3-6525

**Water Softening Equipment**

**CULLIGAN SOFT WATER SERV**

NO EQUIPMENT TO BUY  
NO CONTRACT TO SIGN  
NO WORK TO DO  
WE SOFTEN BOTH  
HOT AND COLD WATER

705 N Sacramento. . . . . Lodi 9-6698  
If no answer call . . . . . Lodi 9-9003

**PERRIN ED J**

Since 1934

WATER CONDITIONING EQUIPMENT  
STOVER WATER SOFTENERS  
FREE WATER ANALYSIS

923 S Pleasant Av. . . . . Lodi 9-2828

**Water Well Drilling**

Delta Pump & Supply  
130 N Cherokee Ln. . . . . Lodi 9-5836  
**JOHNSON DRILLING CO** Moore Rd. . . . . Lodi 9-3490  
(See Advertisement This Page)

**Waterproofing Materials**

**SONNEBORN PRODUCTS—**

FRANKENHEIMER SUPPLY CO  
18 W Weber . . . . . Stockton 9-9556

**Weather Stripping Contractors**

**MONARCH METAL WEATHERSTRIP**

Controls the Air  
Keeps your Home  
Cooler Cleaner  
more Comfortable  
Monarch Tubular  
Self-Adjusting Weather Stripping



**"WHERE TO BUY IT"**

**VALLEY INSULATION CO**

208 S School. . . . . Lodi 9-3562

A store may not immediately come to the mind of a prospect when special services are desired, such as are offered by a Beauty Salon, Radio or Watch Repairing Department. Many establishments, realizing this, advertise under several classifications in the Classified Directory. Thus they direct more business their way.



**Weed Exterminating—See Exterminating**

**Welding**

- FARNHAM & SCOTT WELDING SHOP**  
1700 E Pinchot..... Stockton 9-9363  
(See Advertisement This Page)
- Live Oak Welding & Machine Works**  
Live Oak Rd..... Lodi 9-6191
- PEERLESS WELDING SHOP**  
Mach Shop Elec & Acetylene Wldg  
101 E Locust..... Lodi 9-5492  
(See Advertisement This Page)
- Reed & Closson** 112 E Pine..... Lodi 9-6907
- ROY'S WELDING WORKS** 50 Pinkerton. Lodi 9-9418  
(See Advertisement This Page)
- TOKAY WELDING SHOP**  
920 Victor Rd..... Lodi 9-2105
- WOODBRIDGE WELDING WORKS**  
Woodbridge..... Lodi 9-5502

**Welding Equipment & Supplies**

**CALIFORNIA WELDING SUPPLY CO**  
"EVERYTHING FOR WELDING"  
Lincoln Arc Welders - Fleetweld Electrode  
Stoody & Ranite Hard Facing Alloys  
Stuart Oxygen & Acetylene  
Gas Apparatus  
Oxweld Rods & Supplies  
Rental All Types of Welding Equip.  
Complete Repair Service  
527 N Wilson Wy..... Stockton 4-2602

**HOBART ARC WELDER SALES & SERVICE—**  
HOBART WELDER SALES & SERVICE  
425 Potrero Av S. F..... Hemlock 1-1029

**PEERLESS WELDING SHOP**  
Lincoln Elect Machine & Rods  
101 E Locust..... Lodi 9-5492

**Well Casings—Water**

**PERKINS WELDING WORKS**  
Folsom Blvd Sacramento..... Hillcrest 5-4313

**Wheels**

**STOCKTON WHEEL SERVICE**  
246 W Fremont..... Stockton 3-3658

**Wicker Furniture—See Furniture Headings**

**Window Screens—See Screens—Window**

**Windows—Metal**

**LUPTON METAL WINDOWS—**  
SCRUGGS & LAIDLAW  
404 N San Jose..... Stockton 3-7136

**Windows—Wood**

See Millwork; Also Building Materials

**Wineries**

- ACAMPO WINERY & DISTILLERIES**  
Acampo..... Lodi 9-2746
- Alex's Winery Telegraph Rd..... Lodi 9-2041
- Bear Creek Vineyard Assn Wyandotte Av. Lodi 8-0693
- Bianchi C G & Co N Cherokee Ln..... Lodi 9-6383
- Cherokee Winery Acampo..... Lodi 9-3220
- Community Grape Corp N Sacramento..... Lodi 8-0078
- DEL RIO WINERY** Woodbridge Rd..... Lodi 9-3591
- East-Side Winery 1600 Victor Rd..... Lodi 9-4768
- ITALIAN SWISS COLONY** N Stockton..... Lodi 9-5511
- Liberty Winery Inc Acampo..... Lodi 8-1096
- Lodi Winery Inc Woodbridge Rd..... Lodi 8-0179
- Mokelumne Winery Woodbridge..... Lodi 9-2291
- Rabusin Winery Acacia Av..... Lodi 9-4952
- Rancho Del Oso Winery Davis Rd..... Lodi 9-9480
- ROMA WINE CO** Victor Rd..... Lodi 9-5126
- Sebastiani Winery Woodbridge..... Lodi 9-4473
- SHEWAN JONES** N Stockton..... Lodi 9-5511
- VICTOR WINERY** Victor..... Lodi 8-0265
- WINE GROWERS GUILD**  
Brandy Producer & Wholesaler  
Wells Ln..... Lodi 9-5151
- Winery & Distillery Services  
532 N San Joaquin..... Stockton 2-1581
- Woodbridge Vineyard Assn Turner Rd..... Lodi 9-2614

**Wines—Retail**

- Schaeffer & Nies Victor..... Lodi 9-9169
- VICTOR WINERY** Victor..... Lodi 8-0265

*Welding*



**ARC  
&  
ACETYLENE  
Welding**

**COMPLETE MACHINE SHOP SERVICE**  
Welding Equip. & Supplies  
**SALES & RENTALS**  
Dealer for AIRCO & LINCOLN

**Peerless Welding Shop**  
Call Lodi 9-5492  
101 E. LOCUST ST.

**FARNHAM & SCOTT  
WELDING SHOP**



**AUTOMATIC  
HARD  
SURFACING**

**ROLLERS & IDLERS**  
Built Up By Automatic Machine

REBUILDING & REPAIRING OF  
HEAVY EARTH MOVING EQUIPMENT  
Portable Equipment

**Phone Stockton 9-9363**  
1700 E. PINCHOT STOCKTON

**WELDING**

**ANYTIME  
ANYWHERE  
ANY KIND**



**ACETYLENE & ELECTRIC**

- \* SANDBLASTING
- \* STEAM CLEANING
- \* WELDERS
- \* AIR COMPRESSORS
- \* CRANE

**ROY'S WELDING  
WORKS**

PHONE  
**LODI 9-9418**

50 PINKERTON Lodi

**ANTICIPATING  
Your Emergency  
SITUATIONS...**

Most business firms advertise in  
the **YELLOW PAGES** to make it easy  
for you to find them.

They would appreciate your telling  
them that you called because of  
their advertising in the

*Yellow Pages*



**Wines—Whsle**

**ACAMPO WINERY & DISTILLERIES**  
Acampo ..... Lodi 9-2746

**ELEVEN CELLARS—**  
H Q M INC 701 N Sacto. .... Lodi 8-0886

Lodi Beverage Co 540 S Sacramento. .... Lodi 9-3042

**ROMA WINE CO** Victor Rd. .... Lodi 9-5126

**VICTOR WINERY** Victor. .... Lodi 8-0265

**WINE GROWERS GUILD**  
Brandy Producer & Wholesaler  
Wells Ln ..... Lodi 9-5151

**Wire—Electric**

See Electric Equipment Headings

**Wire Products**

**DRAKE STEEL SUPPLY CO**  
118 N San Joaquin. .... Stockton 7-7507

**INDUSTRIAL WIRE PRODUCTS CORP**  
2417-17th S F. .... Underhill 1-3005

**KYLE & COMPANY** 348 N Harrison. Stockton 4-8741

**Wire Resistance**

See Electric Equipment Headings

**Wire Rope**

**EDWARDS WIRE ROPE—**  
REPUBLIC SUPPLY CO OF CALIFORNIA THE  
30 S Aurora. .... Stockton 7-7858

**GUNTERT & ZIMMERMAN**  
Bethlehem Wire Rope  
Lindsay & Monroe. .... Stockton 4-8713

**STOCKTON IRON WORKS**  
Harrison & Lindsay. .... Stockton 7-7091

**Women's Wearing Apparel—Retail**

Anita Shop 148 S School. .... Lodi 9-5683

**DuBOIS SMART SHOP** 20 W Pine. .... Lodi 9-6874

**EASTSIDE DRESS SHOP**  
Open Evenings  
502 E Oak. .... Lodi 9-6954

**ELIZABETH THE** 122 S Church. .... Lodi 9-9046

Fabric Shop The 21 N School. .... Lodi 9-3118

**HOLLY DEPT STORE** 16 N School. .... Lodi 8-0856

**NEWFIELD M & SONS** School & Pine. Lodi 8-0637

**PALACE SPORTSWEAR**  
A Complete Stock of Women's Sportswear  
314 W Lodi Av. .... Lodi 9-2804

Renee's 308 N California. .... Lodi 8-1152

Town House 13 N School. .... Lodi 9-4376  
(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.

*Nelson's*  
**Town House**  
*Fashions*

"Clothes for Lodi Living"

**LODI 9-4376**

Complete Line Popular Priced Women's Apparel

**13 N. SCHOOL**

**Woodworkers' Equipment & Supplies**

**MARWEDEL C W** 1934 Michigan. Stockton 3-0473

**Woolen Goods**

Fabric Shop The 21 N School. .... Lodi 9-3118

**Wrecking—Automobile**

See Automobile Wreckers

**Yard Goods**

See Dept. Stores; Also Specific Headings, i.e., Rayon Fabrics; Silks; Etc.

**Yardage**

See Also Specific Headings, i.e., Cotton Goods, Linens; Rayon Fabrics, Silks; Etc

Fabric Shop The 21 N School. .... Lodi 9-3118  
(See Advertisement This Page)

**Yarn—Retail**

Yarn Shop The 100 W Pine. .... Lodi 9-4053

**Party Line Pointers:**

1. Space your calls instead of making a whole series.
2. If yours is an emergency call and the line is in use, explain the circumstances to the person using the line.
3. If you are calling from a dial telephone always make certain the line is clear before you dial.
4. When the children use the telephone, ask them to be considerate, too.
5. Replace the receiver properly when you finish your call.

**the fabric shop**

*"Everything in Yardage"*

COTTON - RAYON - WOOL - SILK  
Complete Line of Notions & Trimmings

Buttons, Buckles & Belts Covered

McCall, Simplicity - Modes Royale & Vogue Patterns

**Phone Lodi 9-3118**  
21 N. School St.

**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  
*Classified*  
**TELEPHONE SECTION**

When the name  
of a  
**BUSINESS HOUSE**  
has been forgotten

... or when you are new to the city, or when you simply want to find a telephone number the quickest way ...

Look in the  
**YELLOW PAGES**

I Get My Long Distance Call Completed QUICKLY When I KNOW the Number

☆

... Keep a list of often-called Long Distance numbers and help yourself to better service.