

CLASSIFIED TELEPHONE DIRECTORY

FOR

LODI

MARCH 1955

For Information Concerning This Classified Directory, Please Call Our Business Office.

Abrasives

MARWEDEL C W
1934 Michigan Stockton.....H0wrd 3-0473

Accordions

ZIMMERMAN'S ACCORDION SCHOOL
400 E Locust.....Lodi 8-0425

Account Bookkeepers—See Bookkeeping Service

Accountants—Certified Public

Lindner Frank 115 W Walnut.....Lodi 8-0749
Scott Frank C 115 W Walnut.....Lodi 8-0749

Accountants—Public

Bischof A T
Member of California Society of Accountants
310 W Lodi Av.....Lodi 9-3506
Cain Leonard T
Member Of Calif Society Of Accountants
115 W Walnut.....Lodi 9-5191
Irwin John D 808 W Lodi Av.....Lodi 9-4369
Klemeyer Frederick J 330 W Lodi Av.....Lodi 9-4721
Kutlik John E 207 W Oak.....Lodi 9-2765
Nuss Marvin A
Member of Calif Society Of Accountants
115 W Walnut.....Lodi 9-5191
Smith F O 2 W Pine.....Lodi 9-3825
Swinney Karl 20 W Oak.....Lodi 9-2474

Acetylene Welding—See Welding

Acoustical Contractors

FIBERGLAS SOUND CONTROL PRODUCTS

Textured, Perforated,
Stria and Sonofaced*
Acoustical Tile, Textured
and Sonofaced Ceiling
Board and Noise-Stop* Baffles. Quiet-Lasting Beauty
—Firesafety at Low Cost. Efficient—Light Weight.
*T.M.O.C.F. Corp.



"WHERE TO BUY IT"

DISTRIBUTOR-CONTRACTOR

Fiberglas Engineering & Supply Division—
Owens-Corning Fiberglas Corp
1521 W Oak Stockton-----H0wrd 2-6595

JOBBER-APPLICATOR

VALLEY INSULATION CO
208 S School-----Lodi 9-3562

VALLEY INSULATION CO 208 S School-Lodi 9-3562

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through."

Adding & Calculating Machines

ALLEN-WALES ADDING MACHINE SERVICE—
NATIONAL CASH REGISTER CO
729 N California Stockton.....H0wrd 5-3469

BURROUGHS ADDING AND CALCULATING MACHINES—

FACTORY SALES AND SERVICE

BURROUGHS CORPORATION
1902 Pacific Av Stockton-----H0wrd 5-1891

CLARY ADDING MACHINES—
CLARY MULTIPLIER CORP
441 N Calif Stockton-----H0wrd 3-1208

FRIDEN AUTOMATIC CALCULATING & ADDING MACHINES—
FRIDEN CALCULATING MACHINE CO INC
1505 N California Stockton----H0wrd 5-6994

MARCHANT CALCULATORS INC
510 E Channel Stockton.....H0wrd 3-8257

MONROE CALCULATING MACHINE CO INC
1119 N Wilson Wy Stockton.....H0wrd 2-1248

NATIONAL ADDING MACHINES—
NATIONAL CASH REGISTER CO
729 N California Stockton.....H0wrd 5-3469

San Joaquin Business Machines
114 N California Stockton.....H0wrd 5-5881
(See Advertisement This Page)

Standard Office Equipment Co
340 E Weber Av Stockton.....H0wrd 6-6769
(See Advertisement This Page)

UNDERWOOD SUNDSTRAND ADDING MACHINES—
SAN JOAQUIN BUSINESS MACHINES
114 N California Stockton....H0wrd 5-5881

Adding & Calculating Machines—Renting

San Joaquin Business Machines
114 N California Stockton-----H0wrd 5-5881

Adjusters

BRISTOWE HENRY F
110 N San Joaquin Stockton-----H0wrd 3-4897
If no answer call Stockton-----GRanit 7-1301
Price Ralph E
1739 W Willow Stockton.....H0wrd 2-5881

Advertising Posters—See Posters

Advertising Signs—See Signs

Agricultural Chemicals

River Farm Supply -----WalnutGrove 6-2872
Or callLodi 9-3887

Agricultural Implements—See Farm Equipment

For full use of your telephone, please keep your instrument "hung-up," ready for service!

ADDING MACHINES

* SUNDSTRAND * BURROUGHS * R. C. ALLEN
* REMINGTON * VICTOR * CORONA
RENTALS - SALES - SERVICE

Rent or Buy for 2.50 Per Week

New...
Used...
Rebuilt...
Fully
Guaranteed



ONE YEAR
TO PAY
No Carrying
Charge

CALCULATORS & COMPTOMETERS

SAN JOAQUIN



BUSINESS MACHINES

114 North California St. STOCKTON, CALIF.

Phone H0ward 5-5881

ADDING MACHINES

99.50 UP -- NEW
29.50 UP -- USED

STOCKTON
H0ward 6-6769

TERMS \$5.00 MO. UP
RENTALS -- REPAIRS

STANDARD

340 E. Weber Ave. Stockton

YEAR  ROUND

AIR CONDITIONING
Residential - Commercial
SALES & SERVICE



VIC. *Myers*

212 S. Washington St.

LODI 9-9029

SHEET METAL WORK
OF ALL TYPES

HEATING
VENTILATING
WATER COOLERS

IRRIGATION PIPE
GUTTERS
FLUES

Chrysler  *Airtemp*




**AIR
CONDITIONING**

COMPLETE SYSTEMS OF AIR CON-
DITIONING FOR HOMES, STORES,
OFFICE BLDGS., BANKS, THEATRES,
MORTUARIES AND INDUSTRY

*Consult Our Engineer With Your Cooling
Problem For Year 'Round Comfort*

AIR CONDITIONING - DEHUMIDIFICATION - HEATING

LODI 9-5934

GENERAL SHEET METAL SHOP

217 STOCKTON ST.

LC/51

Air Compressors

Freitas Supply & Equip Rental
625 N Sacto-----Lodi 9-9670

INGERSOLL-RAND AIR COMPRESSORS--
MOORE EQUIPMENT CO INC
Sales-Service-Rentals-Air Tools
N Hwy 99 Stockton.....HOwrd 4-7641

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

Air Compressors-Rentng

Freitas Supply & Equip Rental
625 N Sacto-----Lodi 9-9670
Philpott George M Co
1725-33d Sacramento.....Hlcrst 5-3079

Air Conditioning Contractors

COON PLUMBING & HEATING
510 Rimby Av-----Lodi 9-2213

GENERAL SHEET METAL SHOP
See Adv for Air Condng Equip & Suppls
217 S Stockton.....Lodi 9-5934

HENDERSON BROS CO INC
21 S Sacramento.....Lodi 9-4672

MYERS VIC
See Adv for Air Condng Equip & Suppls
212 S Washington.....Lodi 9-9029

VALLEY REFRIGERATION & AIR CONDITIONING
CO 121 E Lindsay Stockton-----HOwrd 6-6838

Air Conditioning Equipment-Room

RCA ROOM AIR CONDITIONERS

The last word in home comfort,
summer or winter. Cools, filters,
dehumidifies, circulates air. A size
for every room. Direct RCA Factory
Installation and Service available.



"WHERE TO BUY THEM"

DEALER

Bahnet's 8 N Cherokee Ln-----Lodi 8-0613

Air Conditioning Equipment Servicing

WAGERS ELECTRIC SERVICE
Victor Rd-----Lodi 9-2843

Air Conditioning Equipment & Supplies

FRIGIDAIRE CONDITIONERS

Thrifty-Twin Room Air
Conditioners for homes
and offices
Master-matic Conditioners
for business and industry
Year Round Conditioners
heat in winter, cool in summer



"WHERE TO CALL"

ROOM AIR CONDITIONERS

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

GENERAL SHEET METAL SHOP
217 S Stockton-----Lodi 9-5934
(See Advertisement This Page)

HENDERSON BROS CO INC 21 S Sacto-Lodi 9-3973
(See Advertisement Page 3)

(Continued Next Page)

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.

Air Conditioning Equipment & Supplies—(Cont'd)

MYERS VIC 212 S Washington-----Lodi 9-9029
 (See Advertisement Page 2)
 VALLEY INSULATION CO 208 S School-Lodi 9-3562
 YORK AIR CONDITIONING EQUIPMENT

Commercial, Industrial and Residential
 Air Conditioning Equipment from the
 smallest to the largest installation.
 Sales, Service & Supplies
 "HEADQUARTERS
 FOR MECHANICAL COOLING
 SINCE 1885"



"WHERE TO BUY IT"

DISTRIBUTOR

VALLEY REFRIGERATION & AIR
 CONDITIONING CO
 121 E Lindsay Stockton....H0wrd 6-6838

DEALER

MYERS VIC 212 S Washington-----Lodi 9-9029

Air Line Companies

TRANSOCEAN AIRLINES-BONDED AUTHORIZED
 AGENCY 124 S Sutter Stockton---H0wrd 5-2647
 Night Phone -----H0wrd 4-8855

Air Line Ticket Agencies

CHARLES TRAVEL SERVICE
 125 N Hunter Stockton.....H0wrd 6-9096
 (See Advertisement This Page)
 MODERN AIRLINE SERVICE
 124 S Sutter Stockton-----H0wrd 5-2647
 Night Phone -----H0wrd 4-8855
 (See Advertisement This Page)

SHEAR SENSE

With colored nail polish, mark inches
 and fractions on outside of scissors
 blade—and you can measure as
 you cut.

"MEDORA COPELAND'S"

**MODERN
 Airline Service**



Calif. Bonded Authorized Agency
 TRANSOCEAN
 NORTH AMERICAN • SKYCOACH
 Save Up to 45% on
 Lowest Aircoach Fares

	One Way	Round Trip
LOS ANGELES	\$ 13.50	\$ 27.00
SAN DIEGO	21.34	42.18
DALLAS	59.00*	112.10*
CHICAGO	69.00*	142.50*
DETROIT	86.00*	163.40*
WASH., D.C.	97.00*	160.00*
PHILADELPHIA	88.00*	170.00*
NEW YORK	88.00*	160.00*
BOSTON	110.00*	182.00*
HONOLULU	109.00*	218.00*
MEXICO CITY	82.46	152.21

*FROM OAKLAND Plus Tax
 Fares Subject to Change Without Notice
 Large or Small Charter Service

HOward 5-2647

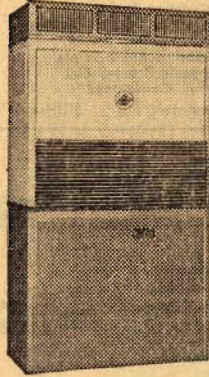
Night Call HOward 4-8855
 Office Hours 9 A.M. to 5 P.M.

124 S. SUTTER STOCKTON

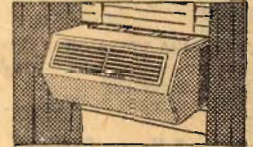
AIR CONDITIONING

COMMERCIAL - INDUSTRIAL - RESIDENTIAL

Chrysler  *Airtemp*



COMPLETE SYSTEMS OF AIR CON-
 DITIONING FOR HOMES, STORES,
 OFFICE BLDGS., BANKS, THEA-
 TRES, MORTUARIES AND INDUS-
 TRY



Room Air Conditioner



Comfort Zone

LODI 9-3973

HENDERSON BROS. CO. INC.

21 S. SACTO.

LODI

AUTHORIZED AIRLINES AGENT

APPROVED AND BONDED BY
 AIR TRAFFIC CONFERENCE OF AMERICA
 INTERNATIONAL AIR TRANSPORT ASSOCIATION

- *American Airlines
- *Braniff Airways
- *Bonanza Airlines
- *Northwest Airlines
- *Southwest Airways
- *TWA
- *United Air Lines
- *Western Air Lines
- Air France
- Canadian Pacific Airways
- British Overseas Airways Corp.
- KLM Royal Dutch Airlines
- *Pan American Airways
- Qantas Empire Airways Ltd.
- SABENA
- *Scandinavian Airways System

Also Reservations, Schedules and Fares Via Connecting Carriers
 * Tickets on Hand for Immediate Issue
 NO SERVICE CHARGE



Charles Travel Service

HOward 6-9096

125 N. HUNTER
 STOCKTON



Aircraft Schools

Lind's Lodi Flying School N Cherokee Ln. Lodi 9-9126
Precissi Flying Serv Inc Lower Sacto Rd. Lodi 9-4408

Aircraft Servicing & Maintenance

Bayaire Avionics Inc
Oakland Municipal Airport Hangar No 2
Oakland -----Lockhvn 9-8385

Airports

Lind's Lodi Airport N Cherokee Ln.Lodi 9-9126
Lodi Air Park Lower Sacto Rd.Lodi 9-4408

Aluminum

CALIFORNIA STEEL CO
1220 Victor Rd-----Lodi 9-6504
KYLE & COMPANY
348 N Harrison Stockton.H0wrđ 4-8741

Ambulance & Hearse Dealers

Superior Bus & Ambulance Sales Co
1540 Old Bayshore Hwy-Burlingame-DlMnd 4-7651

Ambulance Service

HALE & BAWDEN 11 W Elm.Lodi 8-0560
LODI FUNERAL HOME

SAMUEL D. SALAS
24-HOUR SERVICE
MODERN CADILLAC AMBULANCE
LODI 9-3564
OXYGEN EQUIPPED

225 S School.Lodi 9-3564

WELLS FUNERAL HOME

24 Hour Service
123 N School-----Lodi 8-2444

Amusement Places

FORTUNE TELLER THE
11 N Cherokee Ln-----Lodi 9-9894
Rex Pool Hall 9 N Sacramento.Lodi 9-9841

Ant Control—See Exterminating

Antiques—Dealers

Antiques Shopping Service
1129 S Church.Lodi 9-4800

Apartments

Earle Rooms
17½ W Pine.Lodi 8-0013
Home Apts 217 E Lockeford.Lodi 9-9821

Appraisers

Hicks James B 821 J Sacramento-----Gilbrt 3-3268

Aprons—Retail

Betty Barron Apron Co 33 S Sacramento. Lodi 8-0709

Aprons—Whse & Mfrs

BETTY BARRON APRON CO
33 S Sacramento.Lodi 8-0709

Archery Equipment & Supplies

See also Sporting Goods Headings
Weigs Tim Custom Archery
5015 Woodminster Ln Oakland-----KElog 2-9153
Pullen Jim Sporting Goods 19 W Pine.Lodi 9-4538

Architects

Blackwell Raymond L 106 W Oak-----Lodi 8-1405
Galbraith Victor
702 E Oak Stockton-----H0wrđ 2-8239

Please look up the number in the Telephone Directory if you are not sure of it.

Artificial Eyes

DANZ G & SONS
Artificial Eyemakers for 3 Generations
240 Stockton S F-----EXbrk 2-3080

Artificial Insemination—Livestock

See Livestock Breeders

Artificial Limbs

PROGRESSIVE ORTHOPEDIC APPL CO

ORTHOPEDIC BRACES — ARTIFICIAL LIMBS
Doctors Prescriptions Filled
Certified Fitters
Manufacturers of Suction Sockets
& Floating Knee Limbs
Ball Bearing Ankle Limbs
Orthopedic Braces, Etc.
Work Guaranteed
608-12th Sacramento.HUdsn 4-3306

Artists' Materials—Retail

Curry's Stationery 20 S School.Lodi 9-2672
Wright's 105 S School.Lodi 9-2743

Asphalt & Asphalt Products

Moore W F & Son 230 N Orange.Lodi 9-4617
Yard N 99 Hwy-----Lodi 8-1876

Assayers

San Joaquin Research Laboratories
2253 S El Dorado Stockton-----H0wrđ 3-1551

Associations

Amer Legion Lodi Post 22
320 N Washington.Lodi 8-1420
Boy Scout Bldg Center
Locust & Stockton-----Lodi 9-9802
Calif State Auto Assn 4 S Pleasant Av. Lodi 9-4802
Grindstone Joe Assn Terminus.Lodi 9-5282
Lodi Dist Chamber Of Commerce
404 W Pine.Lodi 9-4773
Lodi District Grape Growers Association Inc
F & M Bank Bldg.Lodi 9-4414
Lodi Grape Festival & National Wine Show
E Lockeford.Lodi 9-2771
Lodi Natl Farm Loan Assn 404 W Pine. Lodi 9-2638
Veterans Of Foreign Wars 21½ W Pine. Lodi 8-0470

Athletic Goods—See Sporting Goods Headings

Attorneys

Bainbridge Robert A 5½ W Pine.Lodi 9-3512
Justice Court City Hall-----Lodi 9-3516
Blewett Blewett Macey & Garretson
Bk of America Bldg Stockton.H0wrđ 6-6735
Boscoe Donald D
Bank of Amer Bldg Stockton.H0wrđ 5-5629
Brown Nat Jr
1106 N El Dorado Stockton-----H0wrđ 6-7047
Clark Wm Wear
Bank Of America Bldg Stockton.H0wrđ 6-6937
After 5 PM Call Stockton-----H0wrđ 2-5705
Edwards Lawrence
Welding Bldg Stockton.H0wrđ 6-8631
Elliott Robt K 100F Bldg.Lodi 9-2781
Fugazzi John O
111 N San Joaquin Stockton-----H0wrđ 5-9055
Honey Mayall & Hurley
22 N San Joaquin Stockton-----H0wrđ 6-8065
Litts Mullen & Perovich F & M Bank Bldg Lodi 9-5145
Marshall Lindsay P 404 W Pine.Lodi 9-2751
Mazzeria Snyder & De Martini
Bank of America Bldg Stockton.H0wrđ 6-8921
Mertz Robt J 404 W Pine.Lodi 9-4791
If no answer call.Lodi 9-5971
Miller Jack J
1106 N El Dorado Stockton-----H0wrđ 6-7047
Miller Kroloff & Brown
1106 N El Dorado Stockton-----H0wrđ 6-7047
Mullen Robert H F & M Bk Bldg.Lodi 9-5145
Omachi Joseph
1127 S El Dorado Stockton-----H0wrđ 3-5082
Perovich Anthony N F & M Bk Bldg.Lodi 9-5145
Rinn Robert K 100F Bldg.Lodi 9-2781
If no answer call.Lodi 9-3594
Rott Reuben P 100F Bldg.Lodi 9-3594
If no answer call.Lodi 9-2782

Attorneys—(Cont'd)

Rutherford Jacobs Cavalero & Dietrich Stkn Say &
Loan Bank Bldg Stockton.H0wrđ 6-9721
Short Alan Bk of Amer Bldg Stockton-H0wrđ 5-5629
Stemmler J O
Bank of America Bldg Stockton.H0wrđ 2-7237
Willens Boscoe & Short
Bk of Amer Bldg Stockton-----H0wrđ 5-5629
Willens Maxwell M
Bank of Amer Bldg Stockton.H0wrđ 5-5629

Attorneys—Patent—See Patent Attorneys & Agents

Auctioneers

LEACHMAN'S BILL AUCTION BARN
Auction Every Tuesday
Farm Auctions A Specialty
Webb.ElkGrove 208

Auditoriums—See Halls & Auditoriums

Autographic Registers & Supplies

SUNSET-McKEE BUSINESS FORMS
510 E Channel Stockton.H0wrđ 6-8265

Automobile Accessories

See Automobile Parts & Supplies Headings

Automobile Batteries—See Batteries Headings

Automobile Blacksmithing

See Automobile Body Repairing

Automobile Body Repairing

ACAMPO GARAGE

**AUTO REFINISHING
MOTOR CLINIC**
Over 20 Years Experience

Acampo.Lodi 9-3368

Antrim Auto Service 704 Victor Rd-----Lodi 8-0819
Calif Body Shop 606 E Lockeford-----Lodi 9-3717
(See Advertisement Page 5)

Ehlers Garage 217 N Sacramento.Lodi 9-4370

GUNSCH BROS BODY SHOP

ESTIMATES
For Insurance & Individuals
REPAIR & COMPLETE PAINTING
Ask for Andy or Henry Gunsch
AUTO GLASS INSTALLED

1541 S Cherokee Ln.Lodi 9-5423

(Continued Next Page)

The Yellow Pages—meeting place of buyers and sellers.

**PRIEST & STUBBS
PAINT & BODY SHOP**

COMPLETE
BODY
AND
FENDER
REPAIR
AUTO PAINTING

Free Estimates



PHONE
LODI 9-6325

99 HWY. & FLORA

LODI

Automobile Body Repairing—(Cont'd)

KRIEGER MOTOR CO 117 S Sacto. Lodi 9-4725
PERRIN'S BODY & TIRE SHOP
 124 N Sacramento. Lodi 9-3907
PRIEST & STUBBS PAINT & BODY SHOP
 99 Hwy & Flora. Lodi 9-6325
 (See Advertisement Page 4)
Volcano Body Shop 1804 S Cherokee Ln.—Lodi 8-2404
 (See Advertisement This Page)

WEIST ALBERT AUTO REPAIR

COMPLETE MOTOR OVERHAUL
 PAINTING
 AUTO BODY REPAIR
 BRAKE SERVICE

122 E Lodi Av. Lodi 8-1917

Automobile Boxing—See Trucking

Automobile Bumpers

See Automobile Parts & Supplies Headings

Automobile Bus Lines—See Bus Lines

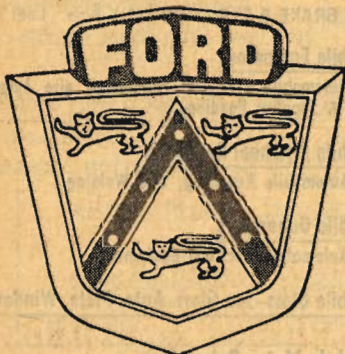
Automobile Courts—See Motels

FOUR THOUGHTFUL ITEMS
 OF TELEPHONE PROCEDURE—

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

KRIEGER MOTOR CO.

AUTHORIZED DEALER



FORD "6" — OVERHEAD VALVES — FORD "V-8"

NEW & USED CARS
 COMPLETE SERVICE DEPARTMENT
 GENUINE FORD PARTS

Auto Body Repairing

LODI 9-4725

117 S. SACRAMENTO
 LODI

CALIF BODY SHOP



COMPLETE
 AUTO BODY &
 FENDER WORK
 AUTO PAINTING

FREE ESTIMATES
 24-HOUR TOWING SERVICE

LODI 9-3717

NIGHT PHONE LODI 9-2445

606 E. LOCKEFORD

VOLCANO BODY SHOP
 SPECIALIZED
 CUSTOM WORK



BODY & PAINT

Free Estimates

INSURANCE WORK WELCOMED

LODI 8-2404

1804 S. CHEROKEE LN.

Automobile Dealers—New Cars

Bonham Jim Motors 121 S Cherokee Ln., Lodi 9-3161
 Brown L G 216 S Sacramento. Lodi 8-0621
 (See Advertisement This Page)

BUICK AUTHORIZED SALES & SERVICE

WHEN BETTER AUTOMOBILES
 ARE BUILT
 BUICK WILL BUILD THEM.



"WHERE TO BUY IT"

Loewen Auto Co 9 W Locust. Lodi 9-2716

CADILLAC SALES & SERVICE

"STANDARD
 OF THE
 WORLD"



"WHERE TO BUY IT"

TOKAY MOTORS 201 E Pine. Lodi 9-3573

CHEVROLET AUTHORIZED SALES & SERVICE

CHEVROLET
 Out-Values...
 Out-Sells...
 All Others!



"WHERE TO BUY IT"

Loewen Auto Co 9 W Locust. Lodi 9-2716

(Continued Next Page)

Do you keep a list of emergency tele-
 phone numbers you may require? It
 pays to have them handy.

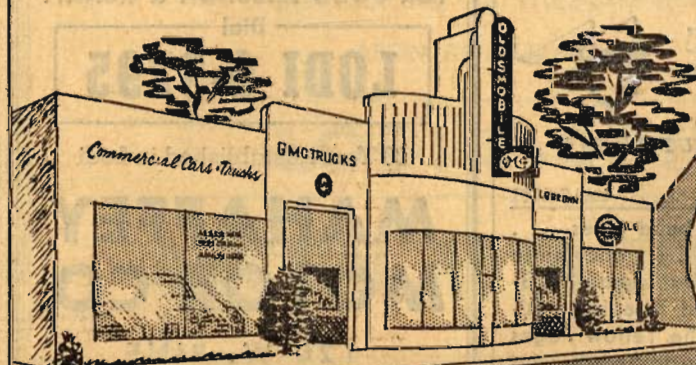


L. G. BROWN



COMPLETE
OLDSMOBILE & GMC
 PARTS & SERVICE

216 S. SACRAMENTO



**LODI
 8-0621**

Automobile Dealers—New Cars—(Cont'd)

CHRYSLER-PLYMOUTH SALES & SERVICE

THE
BEAUTIFUL
CHRYSLER



"WHERE TO BUY THEM"

MITCHELL WOODROW 200 W Pine. Lodi 9-4758

DE SOTO-PLYMOUTH SALES & SERVICE

GREATEST
DE SOTO
EVER BUILT



"FOR SERVICE CALL"

MITCHELL & KOENIG
525 W Lockeford-----Lodi 8-0659

DODGE AUTHORIZED SALES & SERVICE

America's most
Dependable car



"WHERE TO BUY THEM"

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

Drew John Motors 2 W Lockeford.....Lodi 9-2739

FORD AUTHORIZED SALES & SERVICE

It pays to bring your Ford "Back Home" for service. Your Ford dealer knows your car best. He uses genuine Ford Parts and Ford-approved methods and equipment.



"WHERE TO BUY IT"

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

HERR MOTOR CO 205 S Sacto-----Lodi 9-5101
KRIEGER MOTOR CO 117 S Sacramento.Lodi 9-4725
(See Advertisement Page 5)

LINCOLN-MERCURY SALES AND SERVICE

Fully trained sales and service personnel, plus the newest factory-approved equipment for your convenience and satisfaction.



"WHERE TO BUY THEM"

HERR MOTOR CO
205 S Sacramento.....Lodi 9-5101

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

MERCURY SALES AND SERVICE

Fully trained sales and service personnel, plus the newest factory-approved equipment for your convenience and satisfaction.



"WHERE TO BUY THEM"

HERR MOTOR CO
205 S Sacramento.....Lodi 9-5101

Would you like to build sales . . . attract new customers . . . encourage old customers to come back again? Advertise in the Classified Telephone Directory . . . it pays! The Yellow Pages will tell your sales story to people who are ready to buy!

Automobile Dealers—New Cars—(Cont'd)

OLDSMOBILE

ROCKET!
HYDRA-MATIC!
OLDSMOBILE
HAS BOTH!



"WHERE TO CALL"

Brown L G 216 S Sacto.....Lodi 8-0621

PLYMOUTH SALES AND SERVICE

Plymouth
Builds
Great Cars



... Good Service Keeps Them Great

"FOR INFORMATION CALL"

DREW JOHN MOTORS
2 W Lockeford.....Lodi 9-2739
MITCHELL & KOENIG
525 W Lockeford.....Lodi 8-0659
MITCHELL WOODROW 200 W Pine.Lodi 9-4758

PONTIAC SALES AND SERVICE

Protect your Pontiac with Pontiac service—your best assurance of factory-trained mechanics, factory-engineered parts and factory-developed tools.



"FOR SERVICE CALL"

TOKAY MOTORS 201 E Pine.....Lodi 9-3573

MERCHANTS and business firms appreciate being told that you found them in the Yellow Pages.

USED CARS

BUT NOT ABUSED

Buy • Sell • Trade



SOLD ON TERMS

FOR GOOD SELECTION & QUALITY

Dial

LODI 9-3795

20 Years Established in Lodi

MAHAFFEY MOTOR CO.

120 W. PINE

Automobile Dealers—New Cars—(Cont'd)

Reiswig Motors 501 W Kettleman Ln....Lodi 9-4557

STUDEBAKER SALES AND SERVICE

CARS and TRUCKS
of Outstanding Style, Performance
and Economy

Expert car and truck
service for Studebaker
and other makes



"WHERE TO CALL"

AUTHORIZED SALES & SERVICE

BONHAM JIM MOTORS
121 S Cherokee Ln.....Lodi 9-3161

Tokay Motors 201 E Pine.....Lodi 9-3573

VOLKSWAGEN—
THORNTON D J MOTOR CO
647 E Miner Stockton-----H0wrd 6-6721

WILLYS-OVERLAND SALES & SERVICE—
REISWIG MOTORS
501 W Kettleman Ln-----Lodi 9-4557

Automobile Dealers—Used Cars

HERR MOTOR CO 6 N Church-----Lodi 8-0653
MAHAFFEY MOTOR CO 120 W Pine....Lodi 9-3795
(See Advertisement This Page)

Ralph's Automobile & Trailer Sales
821 S Cherokee Ln.....Lodi 9-6368

SCHLOTTHAUER BROS USED CARS
3 W Lockeford.....Lodi 8-1486
Tokay Motors Used Car Lot 200 E Pine--Lodi 8-1929
TRADER BOB 2 N Sacto.....Lodi 9-6770

Automobile Electrical Equipment

Maxwell Motor Supply Co 120 N School. Lodi 9-5107

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B & C SERVICE 15 N Cherokee Ln-----Lodi 9-5724

D & M AUTOMOTIVE SERV

COMPLETE ELECTRICAL SERVICE
Ignition — Carburetors — Starters
Generators
MOTOR TUNE-UP
Motor Overhaul & General Repair
United Motors Service
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20 W Locust.....Lodi 9-9492

LODI BRAKE & ELECTRIC 211 E Pine. Lodi 9-3082

Automobile Equipment

See Automobile Electrical Equipment; also Automobile Parts & Supplies Headings

Automobile Flywheel Repairing

See Automobile Repairing; also Welding

Automobile Generators

See Automobile Electrical Equipment

Automobile Glass—See Glass—Auto, Plate, Window, Etc

Automobile Motor Rebuilding

DANA MOTORS

MOTOR EXCHANGES
FOR ALL MAKES OF CARS
Rebuilder of Over 50 Thousand
Engines
TRANSMISSION EXCHANGES
COMPLETE LINE OF ENGINE PARTS
WHOLESALE & RETAIL
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Automobile Mufflers—See Mufflers—Exhaust

When your telephone rings, it's thoughtful, courteous, and good business to answer it promptly.

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We Specialize In Auto Painting
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EHLERS GARAGE

QUALITY

AUTO PAINTING - BODY WORK
COLOR MATCHING
AUTO REPAIRING

Brake Service - Motor Tune-Up
INSURANCE WORK INVITED

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GUNSCH BROS BODY SHOP

1541 S Cherokee Ln.....Lodi 9-5423

PRIEST & STUBBS PAINT & BODY SHOP

99 Hwy & Flora.....Lodi 9-6325

(See Advertisement This Page)

VOLCANO BODY SHOP

1804 S Cherokee Ln.....Lodi 8-2404

Automobile Paints-See Paint Dealers Headings

Automobile Parts & Supplies-Retail

ACME AUTO & TRUCK PARTS CO

324 S Center Stockton.....H0wrd 6-7021

FLOWER W E GARAGE

99 Hwy & Flora.....Lodi 9-9514

Gambles Western Auto Supply Co

21 W Oak.....Lodi 9-2383

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TRUCKS & TRACTORS
Wholesale & Retail
Automotive Machine Shop
HOBBS BATTERIES

103 N Sacramento.....Lodi 9-4754

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NEW & USED PARTS

Woodson Rd.....Lodi 9-3344

PINE AUTO SUPPLY 105 S Sacto-----Lodi 9-9606

Automobile Parts & Supplies-Used

CHEROKEE AUTO WRECKERS

312 N Cherokee Ln.....Lodi 9-2616

SCHMIERER JACOB AUTO WRECKING

490 E Kettleman Ln.....Lodi 9-6671

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AUTO - TRUCK - TRACTOR
PARTS

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MORRIS AUTO SUPPLY CO

112 S Main.....Lodi 9-5194

Automobile Radiator Repairing

MERT'S 1004 S Cherokee Ln.....Lodi 9-6782

(See Advertisement This Page)

Perrin's Body & Tire Shop

124 N Sacramento.....Lodi 9-3907

Automobile Radios-See Radio Dealers

Automobile Rental

HERTZ RENT-A-CAR SERVICE LICENSEE

220 S San Joaquin Stockton.....H0wrd 4-1545

If no answer call.....H0wrd 2-7489

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AUTO GLASS
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FAIR PRICES - EXPERT WORKMANSHIP

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OUR SPECIALIST

1004 S. CHEROKEE LN.

LODI

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AL'S GARAGE

CYLINDER REBORING
MOTOR RECONDITIONING
GENERATOR REPAIRING
BRAKE SERVICE - MOTOR TUNE-UP
TRACTOR SERVICE
STEAM CLEANING

Lower Sacto Rd.....Lodi 9-6804

ANTRIM AUTO SERVICE 704 Victor Rd-Lodi 8-0819
(See Advertisement This Page)

B & C SERVICE

COMPLETE MOTOR RECONDITIONING

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Wheel Aligning & Balancing
Call For & Deliver

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MOTOR TUNE-UP

Brake - Battery - Ignition Service
UNITED MOTOR SERVICE
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20 W Locust.....Lodi 9-9492

(Continued Next Page)

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OVER
20 YEARS
EXPERIENCE

COMPLETE AUTO SERVICE

MOTOR OVERHAUL - BRAKE SERVICE

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Free Estimates - All Work Guaranteed

LEON ANTRIM - Owner

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ANTRIM AUTO SERVICE

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W. E. FLOWER Garage for Auto Repairing



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- GENERAL REPAIRS
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- COMPLETE BRAKE SERVICE

24-Hour Towing Service

99 Hwy & Flora

Lodi

Automobile Repairing—(Cont'd)

EHLERS GARAGE

CYLINDER REBORING AND
LINE BORING

MOTOR RECONDITIONING
GENERATOR REPAIRING
Brake Service — Motor Tune-Up
For Service or Pick-Up & Delivery Call

217 N Sacramento. Lodi 9-4370

Flower W E Garage 99 Hwy & Flora. Lodi 9-9514

(See Advertisement This Page)

Fyffe Everett 230 S School. Lodi 9-9749

Haut A D 115 E Oak. Lodi 8-0113

HERR MOTOR CO

205 S Sacramento. Lodi 9-5101

Kishida Auto & Truck Service

112 S Main. Lodi 8-1064

KRIEGER MOTOR CO 117 S Sacto. Lodi 9-4725

Lodi Brake & Electric 211 E Pine. Lodi 9-3082

Mitchell & Koenig 525 W Lockeford. Lodi 8-0659

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BRAKE SERVICE — MOTOR TUNE-UP

111 E Pine. Lodi 9-2106

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COMPLETE

AUTO — TRUCK — TRACTOR

SERVICE

Repairs on All Makes

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Check the Yellow Pages for WHO
sells WHAT.

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THOMAS HODGSON

EXPERT AUTOMOBILE REPAIRING

Motor Tune-Up — Overhauls

Electric Service — Brake Service

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UNION OIL CREDIT CARD
for Motor Maintenance
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Herr Motor Co

Lincoln-Mercury
205 S Sacramento. Lodi 9-5101

Victor Garage Victor. Lodi 8-0250

Walker's Auto Repair 420 E Lodi. Lodi 9-4397

Automobile Rims

See Automobile Parts & Supplies Headings

Automobile Seat Covers

Reube's Auto & Upholstery Shop
18 E Tokay. Lodi 9-5658
(See Advertisement This Page)

Automobile Servicing—See Automobile Repairing

Automobile Signals

See Automobile Parts & Supplies Headings

Automobile Springs

MOORE SPRING SERVICE

QUICK DEPENDABLE SERVICE

KENNETH A. MOORE, Owner

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Repairing — Manufacturing — Warehouse Stock

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Automobile Supplies

See Automobile Parts & Supplies Headings

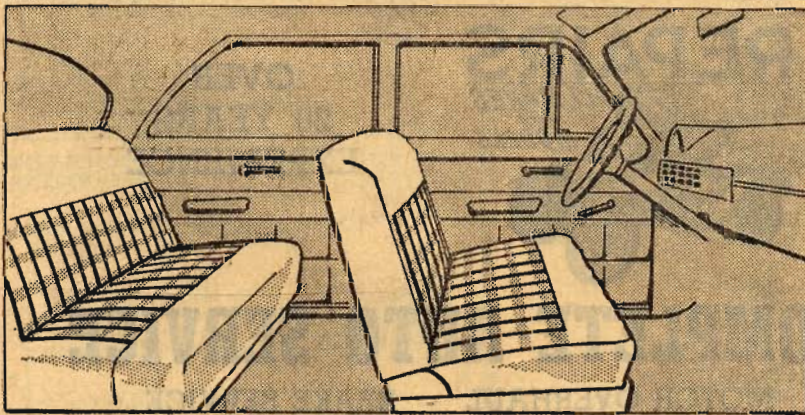
Automobile Tires—See Tires Headings

Automobile Tops

Mike's Trim Shop 200 W Pine. Lodi 9-2834

(See Advertisement This Page)

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18 E Tokay. Lodi 9-5658



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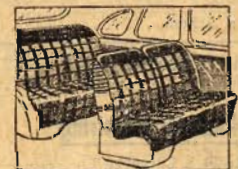
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Automobile Towing

- CALIF BODY SHOP** 606 E Lockeford...Lodi 9-3717
(See Advertisement This Page)
- EMIL'S SERVICE**
421 S Central Av-----Lodi 9-6544
(See Advertisement This Page)
- FLOWER W E GARAGE**
99 Hwy & Flora.....Lodi 9-9514
- LODI TRUCK SERVICE** S Cherokee Ln...Lodi 9-5121
(See Advertisement This Page)

Automobile Trucks—See Trucks—Motor Headings

Automobile Upholsterers

Mike's Trim Shop 200 W Pine-----Lodi 9-2834

Automobile Washing Equipment

Washmobile Udall Co
2161 Shattuck Av Berkeley.....Ashberry 3-5651

Automobile Welding—See Welding

Automobile Wheel, Axle & Frame Repairing

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112 N Cherokee Ln-----Lodi 8-1833
B & C Service
Wheel Aligning & Balancing
15 N Cherokee Ln.....Lodi 9-5724
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Lodi Brake & Electric 211 E Pine-----Lodi 9-3082
- MERT'S** 1004 S Cherokee Ln-----Lodi 9-6782
(See Advertisement This Page)

Automobile Wreckers

B & W AUTO PARTS

AUTO WRECKING
Guaranteed Parts
Used - Rebuilt - New
For All Makes of Cars
We Buy Late Model Wrecks

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Schmierer Jacob Auto Wrecking
490 E Kettleman Ln.....Lodi 9-6671
(See Advertisement This Page)

The Yellow pages save you time.

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Auto Wrecking

- We Sell—
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 - Tires
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- We—
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490 E. KETTLEMAN LN. Lodi



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PROMPT - REASONABLE - SERVICE

"WE'LL COME & GET YOU ANYWHERE - ANY TIME"

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Free Estimates - Guaranteed Work
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To \$AVE or MAKE MONEY

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Day or Night
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A HEAVY DUTY WRECKER SERVICE
LOAD TRANSFERRING - ALL TYPES

24-Hour Service

Day PHONES Night
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Lodi, Calif.

TOWING

24 HR. SERVICE



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Complete
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On

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- Frame Repair
- Front End Overhaul

LODI 9-6782

1004 So. Cherokee Ln.
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- ★ PATIO COVERS
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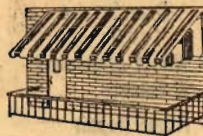
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- Beckman Raymond Co 514 W Locust----Lodi 8-0185
(See Advertisement This Page)
- C-THRU ALUMINUM AWNINGS CO**
660 Roper Av-----Lodi 8-2076
Coe's Serv Stn 101 W Elm-----Lodi 8-2641
(See Advertisement This Page)
- Lodi Tent & Awning Co 111 W Pine.Lodi 9-5567
Schneider Ted 1108 S Sacramento-----Lodi 8-0761
(See Advertisement This Page)
- VALLEY INSULATION CO** 208 S School .Lodi 9-3562
(See Advertisement This Page)

Baby Shops

- Clifford's Childrens Emporium
See Adv Under Children's & Infants Garments
7 N School.....Lodi 9-5923
- Da Shiell 521 W Lodi Av-----Lodi 8-1922
- Irma's Specialty Shop 9 N School.....Lodi 8-0180
- NEWFIELD M & SONS** School & Pine..Lodi 8-0637

Baggage-See Luggage Headings

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CORDOVA JIM BAIL BONDS

"WHEN IN JAIL AND NEED BAIL"

Call

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**ALWAYS AT YOUR SERVICE
24-HOURS**

For Immediate Bail Bond Service
At

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- Alexander's Bakery
We Specialize in Real French Bread
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- DANDY BREAD BAKERY**
41 S Sacramento.....Lodi 9-5746
- EMMA'S KUCHEN HAUS**
Specialty Shop-Home Baked Goods-Catering
To Parties-Lodges & Church Gatherings
450 E Kettleman Ln.....Lodi 9-3106
- LARSON'S COTTAGE BAKERY**
"Home of the Tasty Pastry"
WEDDING AND BIRTHDAY CAKES
OUR SPECIALTY
Large Selection Diet and
Specialty Breads
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Lodi Ave Bakery 502 W Lodi.....Lodi 9-9457

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WEDDING AND BIRTHDAY
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Special Cakes for All Occasions

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Sunset Spudnut Shop 1110 W Lodi Av...Lodi 9-9878

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- Alexander's Bakery
We Specialize in Real French Bread
118 N Sacto-----Lodi 9-2225
- DANDY BREAD BAKERY** 41 S Sacto...Lodi 9-5746
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Be sure you include concealed tele-
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 Farmers & Merchants Bank
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 Lodi Avenue Auto Branch
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Chicken Kitchen N 99 Hwy Stockton. H0wr4 4-0812
EL TOPAZ 215 N Cherokee Ln. Lodi 9-3276
RICHMAID ICE CREAM CO
 100 S Cherokee Ln. Lodi 9-4793

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 N Cherokee Ln. Lodi 8-2185

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 Massage—Steam Baths—Colonics
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FINNISH DRY STEAM BATHS
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GAMBLES WESTERN AUTO SUPPLY CO
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 21 W Oak. Lodi 9-2383
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WAYSIDE MARKET 99 Hwy Lodi 9-6180

Batteries—Whsle & Mfrs

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 Lindsay & Monroe Stockton. H0wr4 4-8712

Bearings—Ball & Roller

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STOCKTON IRON WORKS
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 Harrison & Lindsay Stockton. H0wr6 6-7091

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Monarch Beauty Supply Co
 207 N Calif Stockton. H0wr3 3-1444
STOCKTON BEAUTY & BARBER SUPPLY
 117 N California Stockton. H0wr2 2-0161
TIETJEN BARBER & BEAUTY SUPPLY
 Prompt Delivery Service
 29 S Hunter Stockton. H0wr5 5-5203

Beauty Shops

ANNE'S FASHION BEAUTY SALON
 9 W Pine. Lodi 9-5441
ARGIE'S BEAUTY SALON
 820 S Church. Lodi 9-6239
BACKMAN BEAUTY SALON
 Permanent Waving & Hair Cutting
 9 N School. Lodi 9-5757

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 COMPLETE BEAUTY SERVICE
 ALL NATIONALLY KNOWN METHODS
 Our Methods Are The Answer
 To Difficult Hair Problems
 Carol Morris, R.C.
 311 E Elm. Lodi 9-2358

Carol's Beauty Salon 311 E Elm. Lodi 9-2358
 (See Advertisement Page 12)

CHINA-DOLL BEAUTY SALON
 302 N California. Lodi 9-2298
 (See Advertisement Page 12)

CLAUDIA'S HOUSE OF BEAUTY
 Professional Care Is Best for Hair
 DISTINCTIVE COIFFURES &
 CONTOUR SHAPING
 A Complete Line of Dermetics Cosmetics
 CLAUDIA KRIES - Owner
 513 N Church. Lodi 9-2190

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Beauty Shops—(Cont'd)

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 18 S School. Lodi 9-4561
 Eula's Beauty Shop 305 Eden. Lodi 9-6930
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 Hair Cutting by Experts
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 GIVEN PERSONAL CONSIDERATION
 SPECIALIST
 In Scissor & Razor Hair Shaping
 ALL TYPES OF PERMANENTS
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Jean's Beauty Shop W Harney Ln. Lodi 9-6072
 Jones' Beauty Shoppe 326 E Oak. Lodi 9-3129

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 Open Evenings and Sundays
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 Specializing in Cold Waving
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 (Continued Next Page)

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Creative **HAIR STYLING**



- HAIR SHAPING
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- LATEST FASHIONS IN HAIR CUTTING
- PERMANENT WAVING OF DISTINCTION

by—

MATT SEEGER
 FORMERLY OF HOLLYWOOD

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AVAIL YOURSELF OF THIS ARTISTS MANY YEARS OF EXPERIENCE AND BACKGROUND IN THE PROFESSION

For Appointments Call

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LODI

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FASHIONS FOR DAUGHTER
MOTHER & GRANDMOTHER

BY CAROL MORRIS R.C.

Complete Beauty Service

All Nationally Known Methods,
Our Methods are the Answer
to Difficult Hair Problems.

Call
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311 E. ELM

LODI

SALVATORE'S Salon of Beauty



INDIVIDUAL
HAIR STYLES

Permanent Waves

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MANICURING

And
ALL BEAUTY SERVICE

By
MR. SALVATORE MR. WILSON
AND STAFF

PHONE
LODI 9-6977

409 W. LODI AVE.

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ALL TYPES PERMANENT WAVING
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HAIR TINTING & BLEACHING
Complete Line of
REVLON DERMETICS
HAZEL BISHOP COSMETICS
Complete Beauty Service
808 N Pleasant Av. Lodi 9-5541

MODEL BEAUTY SALON 115 W Elm---Lodi 9-3876
(See Advertisement This Page)

NINETY-NINE BEAUTY SHOP
105 S Cherokee Ln. Lodi 9-5780
(See Advertisement This Page)

Putnam's Beauty Shoppe 630 Carlo Ct. Lodi 8-1498

SALVATORE'S SALON OF BEAUTY
409 W Lodi Av Lodi 9-6977
(See Advertisement This Page)

SEEGER MATT BEAUTY SALON

CREATIVE
HAIR STYLING
TINTING - BLEACHING - CUTTING
MASTER PERMANENT WAYER
316 E Lodi Av. Lodi 9-9659

Seeger Matt Beauty Salon 316 E Lodi Av. Lodi 9-9659
(See Advertisement Page 11)

SYLVIA'S BEAUTY SALON Lodi 8-0135
720 S Church

Viola's Dresses Sportswear & Beauty Shoppe
13 N Church Lodi 9-6372

Zell's Beauty Salon 523 W Lodi Av. Lodi 9-9782
(See Advertisement This Page)

STOP THOSE SPOTS

To prevent old oil or grease spots
on walls from "leading" through onto
new wallpaper apply a coat of clear
shellac before papering.

CHINA-DOLL BEAUTY SALON



COMPLETE BEAUTY SERVICE

Specialists In
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Permanents That Satisfy
Hair Color Consultation

Walt & Louise Kammerer - Owners

LODI 9-2298

302 N. California

Lodi

99 BEAUTY SHOP

Specializing in
PERMANENT WAVING

and

COLD
WAVES



LODI
9-5780

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LODI

Model Beauty Salon

Individual
Hair Styling
and
Permanent
Waving



ALMA
MARTZ

Beauty Salon

LODI 9-3876

115 W. ELM

LODI

ZELL'S BEAUTY SALON

Permanent Waves
Individual
Hair Styling
Shaping & Tinting

Naturally
Curly Hair Cuts
OPEN EVERY DAY
MON. TO SAT. 9 TO 5

Evenings By Appointment

DIAL
LODI 9-9782

523 W. LODI AVE.

LODI



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about an article, a service or a
certain business

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Classified
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Beer & Ale Distrs

- BURGERMEISTER BEER—**
HIRES BOTTLING CO
 711 N Sacramento.....Lodi 9-9401
- CALIFORNIA GOLD LABEL BEER—**
LODI BEVERAGE CO
 540 S Sacramento.....Lodi 9-3042
- Hires Bottling Co 711 N Sacramento----Lodi 9-9401
 (See Advertisement This Page)
- REGAL-PALE BEER—**
REGAL PALE DISTRIBUTING CO OF STOCKTON
 402 N Harrison Stockton-----H0wrđ 5-5178
- REGAL PALE DISTRIBUTING CO OF LODI**
 Live Oak Rd & 99 Hwy-----Lodi 8-0886
 (See Advertisement This Page)

Beer Parlors

- A & A Club VictorLodi 9-3462
 Cellar Club The WoodbridgeLodi 8-2560
 Club Fifteen 15 N Sacramento.....Lodi 9-9985
DAKOTA CLUB 308 N Cherokee Ln....Lodi 9-9868
 Forty-Five Club 45 N Sacramento.....Lodi 9-9855
 Henry's Place VictorLodi 9-2076
- L & L CAFE**
 Restaurant & Bar Service
 442 S Main.....Lodi 9-9937
- Samara's Cafe 121 N Sacramento-----Lodi 9-9895
SILVER DOLLAR 13 W Kettleman Ln..Lodi 9-9994
 Terminus Tavern Terminus.....Lodi 8-0379
 Twenty Seven Club 27 N Sacto.....Lodi 9-9954
 Two Eleven Club 211 S Cherokee Ln...Lodi 9-9892
 Victor Beer Parlor Victor.....Lodi 9-4994
WILSON'S PLACE 25 N Sacto-----Lodi 9-9976
 Woodbridge Inn Woodbridge.....Lodi 9-9869

Beltting-Mechanical

- GUNTERT & ZIMMERMAN**
 Transmission-Conveyor-V Belts
 Lindsay & Monroe Stockton.....H0wrđ 4-8712
- HOLZ TIRE & RUBBER CO**
 1129 S Sacramento.....Lodi 9-4771
- PIONEER TRANSMISSION & CONVEYOR BELTS—**
STOCKTON IRON WORKS
 Harrison & Lindsay Stockton...H0wrđ 6-7091

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- BIRELEY'S BOTTLING CO**
 2461 E Miner Stockton.....H0wrđ 5-0167
- HIRES BOTTLING CO**
 Bottlers of
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- PEPSI-COLA—**
 H Q M INC Live Oak Rd & 99 Hwy---Lodi 8-0886
- Val-Sweet Grape Nectar 99 Hwy.....Lodi 9-2719

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 Herb Reimche-Owner
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- City Blacksmith 115 S Washington----Lodi 9-3179
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 See Our Ad for Welding
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 ... then dial.

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 Brookside Rd Stockton.....H0wrđ 3-2484
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ALL TYPES OF BOATS
 GLASS - WOOD - METAL
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 (See Advertisement This Page)

The Yellow pages save you time.



HIRES BOTTLING CO.

711 N. Sacramento Lodi 9-9401

REGAL PALE
 DISTRIBUTING CO. OF LODI



One of America's 2 Great Beers!

LODI 8-0886

LIVE OAK RD. & 99 HWY. LODI

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BOAT WORKS



SALES & SERVICE
 MARINE SUPPLIES
 FIBERGLASS - ALUMINUM
 PLYWOOD - CUSTOM BUILT
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REPAIRS ON ALL MAKES

LODI 8-2694

215 NORTH PLEASANT AVE.

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- SERVICE HEAT & POWER CO**
 Oil-Gas Burners-Draft Controls
 Electronic Flame Failure Protection
 815-22d Oakland -----GLncrt 1-2166

Boiler Repairing

- B & M BOILER SHOP**
 921 S Oro Av Stockton.....H0wrđ 2-4523

Boiler Setting

- Boyer-Johnson Fire Brick Construction
 2026 Livingston Oakland.....Kellog 3-7693

Boilers-Mfrs & Distrs

- National Radiator Co 681 Market S F-YUkon 2-6088

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New & Rebuilt Boilers - Scoich - Vertical
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 Complete Installation & Repair Service
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Boiler Tubes
 Also Direct Factory Representative for
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 1660 Jerrold Av S F.....Mlssn 7-5737

- WGLFE J V CO**
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Book Dealers

- Christian Book Center
 Bibles Books Suppls-Mail Order Spcl Attr
 918-12th SacramentoGlbrt 2-3968

Bookkeeping & Accounting Machines

- MONROE CALCULATING MACHINE CO INC**
 1119 N Wilson Wy Stockton.....H0wrđ 2-1248
- NATIONAL ACCOUNTING MACHINES—**
NATIONAL CASH REGISTER CO
 729 N California Stockton.....H0wrđ 5-3469

Bookkeeping Service

- Swinney Karl 20 W Oak.....Lodi 9-2474

Bowling Alleys

- LODI BOWL** 206 W Walnut.....Lodi 9-9827

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 2701 Merced San Leandro-----Lockhvn 2-3280
 Kramer Carton Co
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- Calif Pine Box Distrs 642 E Lockeford...Lodi 9-6518
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 Manuel G Rosa Jr
 140 E Tokay.....Lodi 8-1048
 Res Galk Sacramento.....Glbrt 3-8253
 If no answer call.....Hlcrst 6-3891

STOCKTON BOX CO

Manufacturers of
WOODEN BOXES
 Agents for
AMERICAN BOX CORP.

645 N Stockton.....Lodi 8-0503
 If no answer call Stktn.....H0wrđ 4-8361

Advertise here—*it* pays.

Official
BRAKE
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 No's. 3947 & 2426

WHEEL
 ALIGNING
 MOTOR TUNE-UPS

Lodi 9-3082

**LODI BRAKE &
 ELECTRIC SERVICE**
 211 E. PINE

BRAKES
 SERVICED • RELINED



- Drums Turned
- Shock & Springs
- Wheel Balancing

WHEEL ALIGNING
 Official Station No. 3743
 Wagner - American
 and Raybestos Lining
 Autos - Trucks - Trailers

AL'S WHEEL & BRAKE SERV.
 LODI 8-1833
 If No Answer Call Lodi 8-2584
 112 NO. CHEROKEE LN. LODI

BUILD IT AND BUDGET IT WITH STEINER

STEINER Lumber

OVER
 4 MILLION
 BOARD FT. OF LUMBER



- REDWOOD HEADQUARTERS
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- PRE-HUNG DOORS (COMPLETE WITH JAMBS, TRIM, STOPS)

SACRAMENTO
HI Ilcrest 7-9867
 STOCKTON BLVD. & 2ND AVE

CARMICHAEL
IVanhoe 9-3616
 FAIR OAKS BLVD. & MANZANITA

Brake Service

AL'S WHEEL & BRAKE SERV
 112 N Cherokee Ln.-----Lodi 8-1833
 (See Advertisement This Page)

B & C Service 15 N Cherokee Ln.-----Lodi 9-5724

BRACKETT'S GARAGE 12 S Stockton--Lodi 9-6557

Ehlers Garage 217 N Sacto-----Lodi 9-4370

FYFFE EVERETT 230 S School.-----Lodi 9-9749

LODI BRAKE & ELECTRIC 211 E Pine-Lodi 9-3082
 (See Advertisement This Page)

Lodi Motor Co 113 N School.-----Lodi 9-5448

MERT'S 1004 S Cherokee Ln-----Lodi 9-6782
 (See Advertisement This Page)

Brass

MARWEDEL C W
 1934 Michigan Stockton.-----H0wrđ 3-0473

Brass Ingots

See Foundries-Brass, Bronze, Aluminum,
 Magnesium, Etc

MERT'S

For
BRAKE SERVICE

- DRUM TURNED
- WHEEL BALANCING
- SHOCKS & SPRINGS
- WHEEL ALIGNING

PHONE
LODI 9-6782

1004 So. Cherokee Ln. Lodi

*Exclusive
 Apparel*

BRIDAL GOWNS
 & ACCESSORIES
 FORMALS
 DRESSES
 BLOUSES
 SKIRTS
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The Elizabeth
 LODI 9-9046

112 S. Church Lodi

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Everything for the Builder

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LODI 9-5148

MASONRY & PLASTER MATERIALS
 LUMBER • BUILDERS' HARDWARE
 ROOFING & PAINT MATERIALS
 WALLBOARD & GLASS

VALLEY LUMBER CO.
 200 E. ELM LODI

Bridal Outfits

Elizabeth The 112 S Church.-----Lodi 9-9046
 (See Advertisement This Page)

Brokers-Insurance-See Insurance Agents & Brokers

Brokers-Stock & Bond

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 From telephones served by the
 following exchange
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 (No Inter-City Charge)
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DEAN WITTER-INVESTMENT SERVICE

MEMBERS N.Y. STOCK EX-
 CHANGE and other leading se-
 curity and commodity exchanges.
 Brokers, underwriters, dealers
 in all types of securities.
 Nationwide service. Stocks,
 bonds, commodities, mutual
 funds, monthly investment plans.



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 (No Inter-City Charge)
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Harris Upham & Co Stockton
 From telephones served by the
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 (No Inter-City Charge)
 Ask Operator for-----ENTrprise 1-0578

KOLB ARMAND R STOCKS & BONDS
 Registered Rep of Reynolds & Co N Y
 613 W Elm-----Lodi 9-9698

Maib & Dockter 109 W Pine-----Lodi 9-5389

MITCHUM JONES & TEMPLETON
 F & M Bk Bldg-----Lodi 9-2894

Bronze

GUNTERT & ZIMMERMAN
 Solid & Cor'd-G P Bushings
 Lindsay & Monroe Stockton....H0wrđ 4-8712

MARWEDEL C W
 1934 Michigan Stockton.-----H0wrđ 3-0473

Brooms

Tokay Broom Co Pearl Rd.-----Lodi 9-5087

Brushes

Seibel Luella
 Stanley Home Products Representative
 115 S Stockton-----Lodi 9-3108

Builders-See Contractors-Building

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ARCHITECTS & BUILDERS SERVICE

Free advisory service on advanc
 planning of telephone facilities in
 new building construction is availab
 le to architects, owners and build
 ers. Costly alterations after completi
 on of the building are frequently av
 oided through proper advanc
 planning.



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Building Materials

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 251 N Cherokee Ln.-----Lodi 9-5131

M & N DISTRIBUTORS
 Plywood-Doors-Shingles-Whste
 Whitmore Rd & 99 Hwy Ceres--Modesto 7-1525
 (Continued Next Page)

The Yellow pages save you time.

Building Materials-(Cont'd)

MILLER'S MILLWORK MART

CABINETS
PLASTIC TOPS
DOORS
WINDOWS
HARDWARE
PAINTS
POWER TOOLS
LUMBER PRODUCTS

730 N Calif. Lodi 9-3524

STEINER LUMBER CO

4449-2d Av Sacramento-----Hilcrst 7-6573
Fair Oaks Bl Carmichael-----IVnho 9-3616
(See Advertisement Page 14)

VALLEY LUMBER CO

EVERYTHING FOR
THE BUILDER

200 E Elm. Lodi 9-5148

Valley Lumber Co 200 E Elm-----Lodi 9-5148
(See Advertisement Page 14)

Valley Stucco & Putty Plant
15 N Olive Av Stockton. H0wrđ 2-2615
WOOD CLAUDE C CO 686 E Lockeford. . Lodi 9-5183

Bus Lines

Gibson Lines 101 W Elm-----Lodi 8-2641
Greyhound Bus Depot 15 W Locust. Lodi 9-2314
Lodi Transit System 232 E Lodi Av. Lodi 9-4496

Business Opportunity Brokers

Bowen T A & Son 214 S School-----Lodi 9-2784
DE VRIES WM H REALTY
725 S Cherokee Ln. Lodi 9-5932
Kenefick Realty 208 E Pine-----Lodi 8-0140
LOWRY DAN F
1318 E Harding Stockton. H0wrđ 4-7767
McKenna Jim Realty 529 W Lodi Av. Lodi 9-9589
Rostomily O W 110 W Elm-----Lodi 9-5791
SCHOPP REAL ESTATE CO
609 S Central Av-----Lodi 9-6912
VAL-E-REALTY 118 W Walnut-----Lodi 8-0679

Butane-See Gas-Liquefied Petroleum

Butchers-Retail-See Meat-Retail

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WESTERN BUTCHERS SUPPLY CO

THE COMPLETE SUPPLY
HOUSE FOR NORTHERN CALIF.

Spices - Seasoning - Cutlery
Curing Salts - Sausage Casings
MACHINERY NEW & REBUILT

BUTCHERS-PACKERS-SAUSAGE ROOM EQUIP.
156-4th S F-----SUttr 1-2216

Butchers-Wholesale-See Meat-Whsle

Cabinet Makers

Carl's Cabinet Shop
1201 S Sacramento-----Lodi 9-5919
(See Advertisement This Page)

LODI CABINET SHOP
840 S Cherokee Ln-----Lodi 9-3810
(See Advertisement Page 26)

MILLER'S MILLWORK MART
730 N Calif. Lodi 9-3524
(See Advertisement This Page)
(Continued Next Page)

Don't forget to plan for concealed telephone conduit and convenient locations 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.

MILLER'S MILLWORK MART

FORMERLY WISNER & MILLER



OWNED & OPERATED BY CLARENCE MILLER



CUSTOM BUILT CABINETS

KITCHEN AID DISHWASHERS

PLANING MILL

STORE FIXTURES

Doors & Windows of All Types
Builders' Hardware
Specialized Building Material

FORMICA SINK TOPS

Acme Quality Paint

POWER & HAND TOOLS

Black & Decker - DeWalt

Stanley - Skill

Free
Delivery

PHONE
LODI 9-3524

Free
Estimates

WE PROVIDE TIME PLAN FINANCING

730 N. CALIFORNIA ST.

LODI

CARL'S CABINET SHOP



CUSTOM BUILT CABINETS

LAMINART PLASTIC
TABLE & SINK TOPS

House & Garage Doors

GLASS - WINDOWS
REPAIRED & PUTTIED

Store & Bar Fixtures

FURNITURE REPAIRED
& REFINISHED

CARL WOLF Owner

CALL

LODI 9-5919

1201 S. Sacramento

LODI

CABINETS

Designers & Manufacturers



For

CUSTOM BUILT CABINETS

KITCHENS - BATHROOMS

BARS - RESTAURANTS

STORE FIXTURES

PHONE
LODI 8-2185

TONY & JOINES CABINET SHOP

N. CHEROKEE LANE
(99 Hwy. & Houston Way)
LODI

Cabinet Makers—(Cont'd)

Perman's Cabinet Shop
104 N Pinkerton-----Lodi 8-1029
Tokay Cabinet Shop 208 N Sacramento--Lodi 9-3687
TONY & JOINES CABINET SHOP
N Cherokee Ln. Lodi 8-2185
(See Advertisement Page 15)

Cable

See Electric Equipment Headings; also Wire Headings

Cactus—See Nurseries Headings

Cafeterias—See Restaurants

Calculating Machines

See Adding & Calculating Machines Headings

Candy—See Confectioners Headings

Canners

Emerson Canning Co 425 N Sacramento--Lodi 9-4035
Foster & Wood Canning Co 32 Tokay.... Lodi 9-4786
Stokely-Van Camp Inc 32 Tokay..... Lodi 9-4786

Canvas Products

Lodi Tent & Awning Co 111 W Pine.... Lodi 9-5567

Carbide Tools—See Tools—Whse & Mfrs

Carburetors

Ehlers Garage 217 N Sacto-----Lodi 9-4370

Carnival Supplies

Weideman F & R
1315 Broadway Sacramento..... GIbrt 2-2451

Cartons—See Boxes Headings

Cash Registers

BURROUGHS CASH REGISTERS—
FACTORY SALES AND SERVICE
BURROUGHS CORPORATION
1902 Pacific Av Stockton-----H0wrđ 5-1891

CLARY CASH REGISTERS—
CLARY MULTIPLIER CORP
441 N Calif Stockton-----H0wrđ 3-1208

NATIONAL CASH REGISTERS—
NATIONAL CASH REGISTER CO
729 N California Stockton.... H0wrđ 5-3469

Standard Office Equipment Co
New & Used-Sold-Rented-Repaired
340 E Weber Av Stockton..... H0wrđ 6-6769

STOCKTON CASH REGISTER CO
1435 E Miner Av Stockton..... H0wrđ 3-7268

LODI CABINET SHOP



SPECIALISTS IN PLASTIC SINK TOPS
AND NATURAL HARDWOOD KITCHEN CABINETS
DOORS - SASH - BUILDING HARDWARE
ROY HEIMICHE, Owner

LODI 9-3810
Home Phone Lodi 9-5089
840 SO. CHEROKEE LANE

SEPTIC TANK PUMPING



CLEANING & INSTALLATIONS
ANYWHERE - ANY TIME
BANK TERMS
Nothing Down - 36 Months to Pay
On New Installations



LODI 8-1443

DAY H0ward 6-9607 NIGHT
3128 E. MINER AVE. STOCKTON

SEPTIC TANK SERVICE



Long Life
No Odor
Sanitary
Cost is Low

**FIVE YEAR GUARANTEE
WITH EACH JOB
EASY TERMS**

COUNTY & STATE APPROVED SYSTEMS
PUMPED-CLEANED-NEW SYSTEMS
INSIDE DRAINS CLEANED

NOTE: Our Method of Chemical
Cleaning Assures You of
2 YEARS SERVICE

or 100% of the Cost of the Job Will Be
Allowed on New Work Installed By Us

AAAA SEPTIC TANK SERVICE
PROMPT SERVICE - DAY OR NIGHT
FREE ESTIMATES

PHONE
LODI 9-5836

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PEIRANO'S MARKET

IMPORTED & DOMESTIC GROCERY
COOKED FOOD & HOME MADE SALADS
Everything Is Cooked in Our Own Kitchen
CATERING IS OUR SPECIALTY
DELIVERY SERVICE
Open Daily 7:30 A.M. to 6:30 P.M.
Sun. 8 A.M. to 12 Noon - Closed Holidays
119 E Pine.....Lodi 9-2145

Cattle Dealers—See Livestock

Cement Contractors—See Contractors—Concrete

Cement—Whse & Mfrs

CALAVERAS CEMENTS

For Top Quality
Full Line Portland Cements
Regular, White, Plastic
Early Hardening
And
Other Specialty Types



"FOR INFORMATION CALL"

SALES & SERVICE

Calaveras Cement Co
1521 W Oak Stockton-----H0wrđ 6-7994

MAIN OFFICE

Calaveras Cement Co
315 Montgomery S F..... D0uglas 2-4224

Cemeteries & Memorial Parks

CHEROKEE MEMORIAL PARK
Laurence P West-Superintendent
2250 S Cherokee Ln..... Lodi 8-0893
Lodi Mausoleum E Pine Ext..... Lodi 8-0772

LODI MEMORIAL CEMETERY
Susan A Bawden-Superintendent
11 W Elm..... Lodi 8-0560

Ceramic Equipment & Supplies

CLIFTON CERAMIC SHOP

GREENWARE - INSTRUCTIONS
PORCELAIN FIRING
Complete Line of
CERAMIC SUPPLIES
Mail Address - Route 1 Box 33 - Acampo
3 Miles North of Lodi Off Hwy 99
Houston Wy Lodi 9-2665

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AAAA SEPTIC TANK SERVICE

ALWAYS AVAILABLE AT ANYTIME
VACUUM PUMPING - Installations & Repairs
INSIDE DRAINS CLEANED
5 Yr. Guarantee With New Jobs
NO JOB TOO LARGE OR TOO SMALL
Free Estimates
130 N Cherokee Ln..... Lodi 9-5836

AAAA Septic Tank Service
130 N Cherokee Ln..... Lodi 9-5836
(See Advertisement This Page)

D A PARRISH & SONS INC
See Our Display Ad This Classification
3128 E Miner Av Stockton-----H0wrđ 6-9607

ELECTRIC ROTO-ROOTER SEWER SERVICE CO
See Adv For Septic Tanks
1705 S Adelbert Stockton-----H0wrđ 5-2616

PARRISH D A & SONS INC
3128 E Miner Av Stockton-----H0wrđ 6-9607
(See Advertisement This Page)

TOKAY SANITARY SERV Acarnpb-----Lodi 9-2303

SMART AS PAINT

To prevent skin from forming on sur-
face of partially used can of oil paint,
pour in enough paint thinner to cover
surface.

Chains-Mfrs & Distrs

GUNTERT & ZIMMERMAN

Distributor For
CHAIN BELT COMPANY
STEEL & MALLEABLE CHAINS
CAST SPROCKETS FOR ABOVE
ROLLER CHAIN & SPROCKETS
ROLLER CHAIN COUPLINGS

Lindsay & Monroe Stktn. H0wrd 4-8712

STOCKTON IRON WORKS

Distributor for
THE JEFFREY MANUFACTURING CO.
PALK MOTOR REDUCERS & COUPLINGS
EBERHART-DENVER SPEED REDUCERS
JEFFREY MANUFACTURING PROD.
ATLAS ROLLER CHAIN
BROWNING DETACHABLE HUB-SPROCKETS
Harrison & Lindsay Stktn. H0wrd 6-7091
If no answer call Stktn. H0wrd 5-0216

Champagne-See Wines Headings

Chapels

See Churches Headings; also Funeral Directors

Charitable Organizations

See Social Service Organizations

Chemical Toilets

D A PARRISH & SONS INC

Portable Chemical Toilets
Rentals & Service Statewide
3128 E Miner Av Stockton-----H0wrd 6-9607

Chemicals-Whsle & Mfrs

Hawley H F Chemical Co

800 S Ophir Stockton. H0wrd 3-7951
(See Advertisement This Page)

LODI AGRICULTURE SUPPLIERS INC

General Agricultural Chemicals
11 E Vine. Lodi 9-2650

SNOWDEN ENTERPRISES

Industrial & Special Chemical Needs
Chlorpicrin - Methyl Bromide
Sulphur Dioxide
Winery Chemicals & Supplies
Grape Gassing

Lodi Distributor - Geo M. Hughes
400 N Sacramento. Lodi 9-5178
Hosmer Av Modesto 2-5215

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.



**HAWLEY
CHEMICAL CO.**

MANUFACTURING INDUSTRIAL CHEMISTS

SWIMMING POOL CHEMICALS
MACHINERY DEGREASERS
RUST REMOVERS - METAL TREATMENT
SOAPS & DETERGENTS
GARAGE SUPPLIES
STEAM CLEANING COMPOUNDS
BOILER COMPOUNDS
JANITORIALS - DISINFECTANTS
WAXES - STERILIZERS - SANITIZERS

Phone H0ward 3-7951

Direct From Our Factory to You
800 SO. OPHIR - STOCKTON

Chemists

San Joaquin Research Laboratories
2253 S El Dorado Stockton-----H0wrd 3-1551

Children's & Infants' Garments-Retail

CLIFFORD'S CHILDRENS EMPORIUM

INFANTS & CHILDREN'S WEAR
Boys & Girls to Size 14
NURSERY FURNITURE
PRE-SCHOOL TOYS

7 N School. Lodi 9-5923

Da Shiell 521 W Lodi Av. Lodi 8-1922

Chinaware-Retail

GREBITUS EDW A & SON

1108 J Sacramento-----GIlbrt 2-9081
Town & Country Shop
Fulton & Marconi Av Sacramento-IVnho 7-7107
Parrett's 213 S School-----Lodi 8-2186

Chinchillas

ALLIED FUR INDUSTRIES INC

BEFORE YOU BUY
INVESTIGATE

Allied Quality, Organization, Future
FREE EDUCATIONAL PROGRAM FOR
ALL NEW ALLIED RANCHES
FEED - EQUIPMENT - SUPPLIES
District Rep. - Roy Sanders

S Hwy 99 Lodi 8-1985

Lodi Chinchilla Farm 736 S Cherokee Ln. Lodi 9-3779

UNITED CHINCHILLAS-

UNITED CHINCHILLA CO-OPERATIVE
1241 N Wilson Wy Stockton---H0wrd 5-1624

Advertise here---it pays.

Chinese Foods

Chinese Kitchen 312 N Calif-----Lodi 8-2367
King Yin Cafe 10 S Main-----Lodi 9-4448

Chiroprodists

COHEN J 32 S California Stockton. . . H0wrd 2-8991
Comisky R Wallace

Bk of America Bldg Stockton-----H0wrd 3-2213

GRILLO I J California Bldg Stockton. H0wrd 2-6285

Grossi L C Cory Bldg. Lodi 9-4025

MILLER F A Calif Bldg Stockton. . . . H0wrd 2-2626

Chiropractors

Bader Otto 322 W Lodi Av. Lodi 9-5535

DODGE OLIVER

OLIVER DODGE D.C.
**COMPLETE CHIROPRACTIC
DIAGNOSIS & TREATMENT**

MOST SCIENTIFIC NUTRITIONAL
THERAPEUTICS IN HEART DISEASE
Electro & Physical Therapy

353 E Lodi Av. Lodi 9-4661
If no answer call. Lodi 9-9563

KLEINSASSER J G

X-RAY - FLUOROSCOPE

29 Years in Private Practice

MON. - TUES. - THURS. - FRI. - 9 A.M. to
12 Noon - 1:30 P.M. to 5:30 & 6 to 8:30 P.M.

WED. 9 A.M. to 12 Noon

SAT. 9 A.M. to 12 Noon - 1 to 5 P.M.

9 W Lockeford. Lodi 9-3274

(Continued Next Page)

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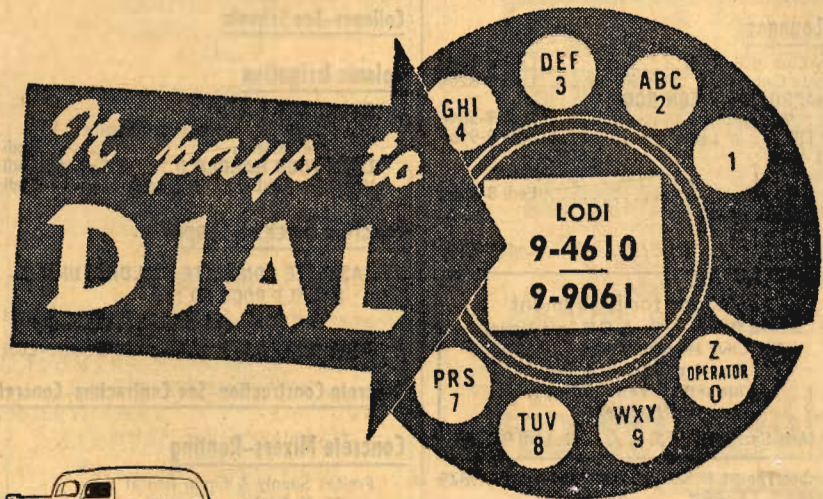
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