

Clubs

See also Associations

Elk's Club 24 W Elm-----Lodi 9-3291
 Woman's Club House 325 W Pine.....Lodi 9-4659

Cocktail Lounges

Clinton Club 5 E Elm.....Lodi 9-9928
 Del Monte Club 121 N Cherokee Ln.....Lodi 9-6294
EL CHARRO PUNCHEON ROOM
 910 S 99 Hwy.....Lodi 9-5646
EL PATIO 222 W Lockeford.....Lodi 9-9967
HOTEL LODI
 Flame Room
 7 S School.....Lodi 8-0654
NINETY-NINE CLUB
 M K Brandt-Owner
 113 N Cherokee Ln.....Lodi 9-9805

RAINBOW CLUB

Your Spot for Enjoyment
 Mixed Drinks - On & Off Sale Liquor
 Try Chef Hamm's Famous Meals
 Dancing Fri. Sat. & Sun.
 Antonette & Peter - Props.
 SHUFFLEBOARD
 116 N Sacramento.....Lodi 9-9917

Red Anchor The 31 N Sacramento-----Lodi 9-9829
TERMINOUS TAVERN
 Charles Stone-Prop
 Terminus.....Lodi 8-0379
TWENTY SEVEN CLUB 27 N Sacto-----Lodi 9-9954
 Two Eleven Club 211 S Cherokee Ln....Lodi 9-9892

Coffee Dealers-Whsle

BLUE RIBBON COFFEE CO INC
 Restaurant Service
 Stockton.....H0wrđ 5-0216

Cold Storage Lockers

See Frozen Food Lockers-Renting

You'll find it fast in the **YELLOW PAGES.**

Collection Agencies

CRAMER COLLECTION SERVICE
 Bank of America Bldg Stockton...H0wrđ 2-8308
CREDIT BUREAU OF LODI F & M Bldg-Lodi 9-3868

Colleges-See Schools

Colonic Irrigation

BUCHANAN R A JR
 Massage-Steam Baths & Colonics
 408 Mission.....Lodi 8-0840
LOCKWOOD HAROLD D 722 W Lodi Av-Lodi 8-2004
 Wehinger Robt O 17 S Church-----Lodi 8-1578

Concrete Blocks & Shapes

BASALITE CONCRETE BUILDING UNITS-
BASALT ROCK CO INC
 S Hwy 50 Stockton-----H0wrđ 4-7619
BROWN FRED M & SONS 1225 S Sacto-Lodi 9-4582

Concrete Construction-See Contractors-Concrete

Concrete Mixers-Renting

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

Concrete Pipe-See Concrete Products; also Pipe

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.

Concrete Products

MUMBERT CONCRETE PIPE CO
 Concrete Pipe-Septic Tanks & Silos
 424 S Main.....Lodi 9-5660

SPIEKERMAN ED CONCRETE PIPE CO

CONCRETE PIPE FOR
 Irrigation, Drainage, Sewer & Culvert
 Cattle Mangers - Water Troughs - Silos
 Septic Tanks - Aluminum Sprinklers
 Irrigation Systems Engineered & Installed
 412 S Sacramento.....Lodi 9-3596

Concrete-Ready Mixed

RICE BROS INC 900 Victor Rd-----Lodi 9-5321
 (See Advertisement This Page)
WOOD CLAUDE C CO 686 E Lockeford--Lodi 9-5183
 (See Advertisement This Page)

Concrete Vibrators

Freitas Supply & Equip Rental
 625 N Sacto-----Lodi 9-9670
GUNTERT & ZIMMERMAN
 Lindsay & Monroe Stockton.....H0wrđ 4-8712

Confectioners-Retail

Cretes' Camera Center
 Awful Fresh MacFarlane Candies
 25 S School.....Lodi 9-4821
 Kirst Cafe 103 S School-----Lodi 9-9971

Construction Service-See Contractors Headings

Containers-See also Boxes Headings

Building a new home? Be sure to plan for concealed telephone wiring and convenient telephone outlets.

TRANSIT MIX CONCRETE
 MEETS ALL SPECIFICATIONS
 Experienced Consultant
 and Supervisory Service
 FOR PROMPT AND
 RELIABLE SERVICE
 CALL
LODI 9-5321
 900 VICTOR RD.
 ROCK PLANT - CLEMENTS 82

RICE BROTHERS INC
 GENERAL ENGINEERING CONTRACTORS
 SKILL INTEGRITY

READY MIXED CONCRETE

- PLANT MIX PAVING
- ROAD OILING
- ROAD ROCK
- SCREENINGS
- STUCCO
- EXCAVATING
- SAND & GRAVEL

Free Estimates

CLAUDE C. WOOD COMPANY
CONTRACTORS
 686 E. Lockeford P. O. Box 599
 LODI CALIF.

Call
LODI 9-5183

Contractors—Building

AMBROSE JAS W

GENERAL BUILDING CONTRACTOR
Specializing in
RESIDENTIAL BUILDING

Rt 3 Box 205
Armstrong Rd Lodi 9-2527

BORCHARDT FLOYD G

HEAVY INDUSTRIAL COMMERCIAL GENERAL BUILDING

Estimates

P0 Box 1208 Stockton
S Hwy 99 Stktn.....H0wrđ 4-9885

BRAND JUSTUS W

GENERAL BUILDING CONTRACTOR
Residential — Commercial
Industrial

408 W Walnut.....Lodi 9-3848

BUTLER STEEL & ALUMINUM BUILDINGS—

DEALER ERECTORS

CALIFORNIA STEEL BUILDINGS INC
7303 San Leandro Oakland---L0ckhvn 8-5334

C K N BUILDERS

General Building Contractors

MAURICE N. CHRISTOPHERSON
LODI 9-6738

EUGENE F. NICKEL JR.
LODI 8-2129

1835 W Lockeford.....Lodi 8-2129

Christopherson Maurice N 315 Loma Dr. .Lodi 9-6738
Dawson L 534 E Elm.....Lodi 8-1409
Doyle Thos J 333 S Fairmont Av.....Lodi 8-0807

HANSON P L

GENERAL BUILDING CONTRACTOR
COMMERCIAL — RESIDENTIAL
INDUSTRIAL
SPECIALIZING IN NEW CONSTRUCTION

Route 2 Box 181
Davis RdLodi 9-9180

Hoegerman Wm C

Licensed Genl Bldg Contractor
303 W Elm.....Lodi 9-3183

JOHNSON CONSTRUCTION CO

GENERAL BUILDING CONTRACTOR

114 S Washington-----Lodi 9-5468

McMurdo Grover B 721 Ribier.Lodi 8-0065
(See Advertisement This Page)
Reiswig Emil C 20 N Sunset Dr.Lodi 9-6249
Rice Bros Inc 900 Victor Rd-----Lodi 9-5321
Schneider Henry West Ln-----Lodi 9-2103
(See Advertisement This Page)
Schneider Ted 1108 S Sacramento-----Lodi 8-0761
(See Advertisement This Page)

SINGER L P JR

**NEW HOMES BUILT
OLD HOMES REMODELED
INDUSTRIAL CONSTRUCTION**

We Plan — Estimate & Build to Order
409 W Pine.....Lodi 9-9420

Wisner Art Cochran Rd.....Lodi 9-5104

Contractors—Concrete

BROWN FRED M & SONS

**CONTRACTORS
CONCRETE
BRICK
MASONRY**

1225 S Sacramento.....Lodi 9-4582

BURKHARDT WM

**CONCRETE
COMMERCIAL — RESIDENTIAL
CONSTRUCTION
SEWER SERVICE**

Rt 4 Box 155 Lodi
Hogan LnLodi 8-0303

SHULTS CHAS H 816 S Pleasant Av. .Lodi 9-3911
(See Advertisement This Page)

WEBSTER WARREN A

CONTRACTOR CONCRETE
Residential Commercial
CUSTOM BUILT
SWIMMING POOLS
Patio Construction
FOR BIDS CALL

1228 S Church-----Lodi 9-6805

Contractors—Ditching

D A PARRISH & SONS INC

Foundations—Sewers—Drains—Septic Tanks
3128 E Miner Av Stockton-----H0wrđ 6-9607
Small Raymond 99 Hwy-----Lodi 8-1706
(See Advertisement This Page)

Contractors—Electric

See Electric Contractors—Industrial & Residential

Contractors' Equipment

BAY CITIES EQUIPMENT INC

SALES — SERVICE — PARTS
INGRAM ROAD ROLLERS
LIMA SHOVELS & CRANES
CEDARAPIDS CRUSHERS

2792 Cypress OakLnd-----TWInoks 3-8313

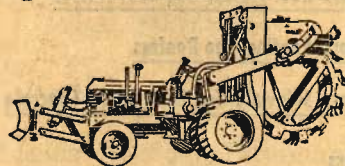
C P Concrete Equipment Co

Form Clamps—General Concrete Supplies
1100-6th Av Oakland.....Templebar 4-8366
(Continued Next Page)

WINDY DAY HINT

In hanging heavy articles, catch 2 thicknesses of fabric below the line with clothes pins to prevent them from blowing off.

**DITCHING
by RAYMOND SMALL**



Wafer, Gas & Sewer Lines, Septic Tanks, Drains & Leaching Lines - Irrigation Lines
Footings for Foundations

Dial Lodi 8-1706

99 HWY. RT. 4, BOX 211A Lodi

Building
CONTRACTOR



SPECIALIZING IN RESIDENTIAL
CONSTRUCTION & DESIGNING
Free Estimates

Dial Lodi 8-0065
GROVER B. McMURDO

721 RIBIER Lodi

TED SCHNEIDER
GENERAL CONTRACTOR



RESIDENTIAL
COMMERCIAL
INDUSTRIAL
ESTIMATES

PLANNING SERVICE

LODI 8-0761

If No Answer Call Lodi 9-6892

1108 S. SACRAMENTO
RES. 205 S. CRESCENT AVE.

HENRY SCHNEIDER
LICENSED CONTRACTOR



Residential - Commercial
COMPLETE BUILDING SERVICE
SPECIALIZING IN NEW CONSTRUCTION

LODI 9-2103

RT. 4 BOX 64 WEST LN. Lodi

CHAS. H. SHULTS
LICENSED CEMENT CONTRACTOR



FOUNDATIONS
SIDEWALKS
CURBS
RETAINING WALLS
FLOORS
GUTTERS
PATIOS

EXCAVATING & GRADING
SEPTIC TANKS & PIPE LAYING

YARD & OFFICE PHONE
1339 So. Sacramento Res. 816 S. Pleasant Ave. **LODI 9-3911**

Contractors' Equipment—(Cont'd)

MOORE EQUIPMENT CO INC

SALES — SERVICE — RENTALS — PARTS
 Allis-Chalmers Tractors — Ingersoll-Rand
 Equip. — Unit Draglines & Shovels — Gorman-
 Rupp Pumps — Clam Shell & Dragline Buckets
 Buckeye Trench Excavators — GMC Trucks
 CMC Mixers — Carco Logging Equip. — Schield
 Bantam Cranes — Westcoast Road Mach.
 Universal Crushers — Lincoln Welders
 N Hwy 99 Stktn. H0wrd 4-7641

STOCKTON IRON WORKS

Distributors for:
HENSLEY EQUIPMENT
JORGENSEN BLADES
SAFETY EQUIPMENT
 &
MISCELLANEOUS SUPPLIES
 Harrison & Lindsay Stktn. H0wrd 6-7091
 If no answer call. H0wrd 5-0216

Contractors' Equipment—Renting

D A PARRISH & SONS INC

3128 E Miner Av Stockton. H0wrd 6-9607
 Freitas Supply & Equip Rental
 625 N Sacto. Lodi 9-9670
 McGuire & Hester
 796-66th Av Oakland. Trinidad 2-7676

Contractors—General

Bel-Air Estates 1200 W Holly Dr. Lodi 9-3290

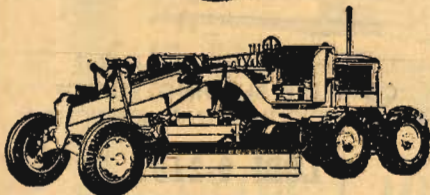
BORCHARDT FLOYD G

**HEAVY INDUSTRIAL
 COMMERCIAL
 GENERAL BUILDING**

Estimates
 PO Box 1208 Stockton
 S Hwy 99 Stktn. H0wrd 4-9885

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GENERAL CONTRACTORS



**READY MIXED CONCRETE
 SAND — GRAVEL
 CRUSHED ROCK**

Highway Construction
 Excavating — Grading
 Paving

EQUIPMENT RENTAL

RICE BROTHERS

PHONE

LODI 9-5321

900 VICTOR RD.
 ROCK PLANT

LODI
 CLEMENTS
 Phone 82

Contractors—General—(Cont'd)

Brand Justus W 408 W Walnut. Lodi 9-3848
 C K N Builders 1835 W Lockeford. Lodi 8-2129
 Heinrich Fred C 99 Hwy. Lodi 9-4222
 Huq Akrumal Pearl Rd. Lodi 8-1671
 Johnson Construction Co
 114 S Washington. Lodi 9-5468

McMurdo Grover B 721 Ribier. Lodi 8-0065
RASTETTER VERNON W 640 Loma Dr. Lodi 9-9739
 Reiswig Emil C 20 N Sunset Dr. Lodi 9-6249
RICE BROS INC 900 Victor Rd. Lodi 9-5321
 (See Advertisement This Page)

Schneider Henry West Ln. Lodi 9-2103
 Schneider Ted 1108 S Sacramento. Lodi 8-0761
 Singer L P Jr 409 W Pine. Lodi 9-9420
 Stone Bros 1200 W Holly Dr. Lodi 9-3290
 Tokay Construction Co
 1700 W Lockeford. Lodi 8-2183
 Williams & Burrows Inc Pioneer Dr. Lodi 8-1151

WOOD CLAUDE C CO

**READY MIXED CONCRETE
 EXCAVATING
 GRADING — PAVING
 ROAD OILS
 SAND and GRAVEL
 Free Estimates**
 686 E Lockeford. Lodi 9-5183

Contractors—Heating & Ventilating

See also Plumbers

GENERAL SHEET METAL SHOP

See Our Adv for Sheet Metal Work
 217 S Stockton. Lodi 9-5934

LODI PLUMBING & HEATING CO

119 N Sacramento. Lodi 8-0871

MYERS VIC

See Our Adv for Sheet Metal Work
 212 S Washington. Lodi 9-9029

**VALLEY REFRIGERATION & AIR
 CONDITIONING CO**

**YORK HEATING UNITS &
 COMBINATION AIR CONDITIONING
 HOMES — STORES — COMM'L BUILDINGS
 SALES — SERVICE — INSTALLATION
 Free Estimates — No Obligation**
 121 E Lindsay Stktn. H0wrd 6-6838
 Night Service call. H0wrd 6-6501

Contractors—Masonry

ARMSTRONG ORIS

**FIREPLACES
 STONE WORK — BRICK WALKS
 VENEER**
 All Work Guaranteed
 Free Estimates
LICENSED CONTRACTORS
 Calimyrna Rd. Lodi 9-9236

Ives David N Fox Rd. Lodi 9-6029

Contractors—Painting—See Painting Contractors

Contractors—Paving

Wood Claude C Co 686 E Lockeford. Lodi 9-5183

Contractors—Plumbing—See Plumbers

Contractors—Roof Trusses—See Roof Trusses

Contractors—Roofing—See Roofers

Contractors—Sidewalk—See Contractors—Concrete

Conveyors

Food Machinery & Chemical Corp Riverside Div
 32 S Main. Lodi 9-2196

FLOOR SAVER

To keep the floors from being marred
 when moving furniture, slip old heavy
 socks over legs.

Copper

MARWEDEL C W

1934 Michigan Stockton. H0wrd 3-0473

Cork Insulation—See Insulation Materials—Cold & Heat

Corned Meats—See Meat—Whsle

Corsets—Retail

Irma's Specialty Shop 9 N School. Lodi 8-0180
 LiMai Shop 110 S Church. Lodi 9-5566
SPENCER CORSETIERE 339 E Oak. Lodi 9-6607
SPIRELLA FIGURE STYLIST
 810 S Stockton. Lodi 8-1821

Cosmetics—Retail

MERLE NORMAN COSMETIC STUDIO
 13 N Church. Lodi 9-6372

Costume Fabrics

A & L Theatrical Fabric & Shoe Co
 Everything for The Theatricals
 Mail Orders Promptly Filled
 1823 Franklin Oakland. TWinoks 3-5143

Costume Rental

Capital Costumes
 813 1/2 J Sacramento. Hudson 4-0528
 Stagecraft Studios
 1854 Alcatraz Av Berkeley. OLympc 3-4424

County Government Offices

See Alphabetical Directory under "San Joaquin
 County of"

Couplings

STOCKTON IRON WORKS
 Falk Steelflex Couplings
 Harrison & Lindsay Stockton. H0wrd 6-7091

Covers—Canvas—See Canvas Products

Creameries—See Milk & Milk Products

Credit Reporting Agencies

Credit Bureau of Lodi F & M Bldg. Lodi 8-2421

Crematoriums

CASA BONITA MAUSOLEUM & CREMATORIUM
 Cemetery Ln & Pine Stockton. H0wrd 3-0486
CHEROKEE MEMORIAL PARK
 Laurence P West-Superintendent
 2250 S Cherokee Ln. Lodi 8-0893
LODI CREMATORIUM E Pine Ext. Lodi 8-0772

Classified Directory advertising puts
 the name of your business and products
 before ready-to-buy customers.

Young Women

There May Be

Employment Opportunities

and a

PERMANENT POSITION FOR YOU

with

**THE PACIFIC TELEPHONE
 AND TELEGRAPH COMPANY**

Crop Dusting, Spraying, Etc.

ATWOOD CROP DUSTERS INC
 218 W Tokay.....Lodi 9-3014
 (See Advertisement This Page)
Barlow Crop Dusters Hwy 88.....Lodi 9-3484
 (See Advertisement This Page)
Floyd Geo A Woodbridge Rd......Lodi 9-2107
Helicopter Services Of California
 Stockton Field Stockton.....H0wrd 4-1943
 (See Advertisement This Page)
Precissi Flying Serv Inc Lower Sacto Rd......Lodi 9-4408
 (See Advertisement This Page)

Crushing & Pulverizing Equipment

Freitas Supply & Equip Rental
 625 N Sacto.....Lodi 9-9670
UNIVERSAL CRUSHING EQUIPMENT & PORTABLE PLANTS—
MOORE EQUIPMENT CO INC
 N Hwy 99 Stockton.....H0wrd 4-7641

Curtain & Blanket Cleaners

LASKEY'S ED FRENCH & CURTAIN LAUNDRY
 2549 N San Joaquin Stockton-----H0wrd 3-2430
SERVICE LAUNDRY & DRY CLEANING
 505 N Sacramento.....Lodi 9-3706

Cylinder Reboring & Regrinding

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

Dairies & Dairy Products—See Milk & Milk Products

Dairy Equipment & Supplies

Coast Creamery Equipment Co
 540 N 16th Sacramento.....Gllbrt 3-7277
LODI TRACTOR CO 116 N School.....Lodi 9-2258
SURGE DAIRY SUPPLIES

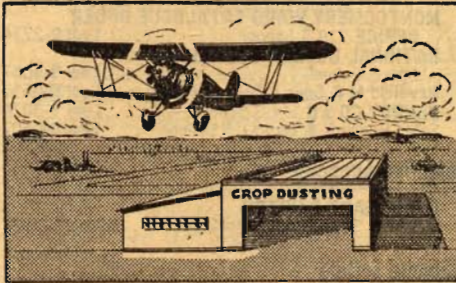
Electrical 24-HOUR Refrigeration
DAIRY SERVICE
 PARLOR BARNS — PIPE LINES
 COMPLETE LINE OF DAIRY SUPPLIES
 FARM MILK STORAGE TANKS
 2600 N Wilson Wy Stockton..H0wrd 4-5139
 If no answer call Stockton..GRanit 7-0366
 If no answer call Ripn-----TAIbt 9-0163

Dancers' Supplies

A & L Theatrical Fabric & Shoe Co
 Everything for The Theatricals
 Mail Orders Promptly Filled
 1823 Franklin Oakland-----TWInoks 3-5143

Behind on orders? Let handy Classified introduce the suppliers you need. It's fast. It's convenient. Wise buyers say there's nothing like the Yellow Pages of your telephone book for getting in touch with almost everyone around who sells things, fixes things, does things. Try Classified once...you'll use it often.

**BARLOW
 CROP DUSTERS**



- ★ CROP DUSTING
- ★ SEEDING
- ★ SPRAYING
- ★ FERTILIZING

LICENSED & INSURED

BILL BARLOW
 Owner & Pilot

CALL
LODI 9-3484

If No Answer Call
 STOCKTON HO 3-6077

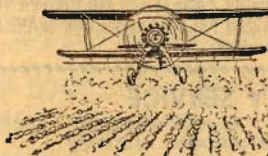
Rt. 3 — Box 378 Stockton
 Live Oak Rd. & Hwy. 88

**ATWOOD
 CROP DUSTERS**

- DUSTING
- SEEDING
- SPRAYING

Dial
**LODI
 9-3014
 Or
 9-2107**

**PRECISSI
 FLYING SERVICE INC.**



Dusting - Seeding - Fertilizing
 Liquid Spraying
 LODI AIR PARK

LODI 9-4408

If No Answer Call Lodi 9-4508
 Rt. 3 Box 232 — Lower Sacto. Rd.

**HELICOPTER
 SERVICES
 of California**



- ★ SPRAYING
- ★ DUSTING
- ★ SEEDING
- ★ BRUSH CONTROL
- ★ DEFOLIATION

Day or Night Call
HO 4-1943

Stockton Field, Stockton

Dancing Academies

ARTHUR MURRAY DANCE STUDIO
 DANCE AFTER ONLY ONE HOUR
 Fox Trot — Waltz — Swing
 Rumba — Samba — Tango
 Try a Private Lesson For \$1.00
 Studios Open 10 A.M. to 10 P.M. Monday
 thru Fri. — Sat. 10 A.M. to 6 P.M.
 115 N Sutter Stktn.....H0wrd 5-3478

Eken Acrobatic Studio's & Hall
 529 N Hutchins-----Lodi 9-5801

Day Nurseries—See Nurseries—Day

Deafness Aids—See Hearing Aids

Defense Agencies—See Associations

Delicatessens—Retail

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

Dental Equipment & Supplies

Edwards Dental Supply Co
 Medico Dental Bldg Stockton.....H0wrd 4-2183

Dental Laboratories

Valley Dental Laboratory 404 W Pine...Lodi 9-6683
Yeoman Dental Laboratory
 318 W Lodi Av.....Lodi 9-5847

What calls

Did He

MISS?

He'll never know; for he failed to replace the receiver of his telephone.

Your calls may be important. See that the receiver is properly replaced.

**THE PACIFIC TELEPHONE
 AND TELEGRAPH COMPANY**

Dentists

- Bergantz Milton M 14½ W Pine.....Lodi 9-6328
 Buller LeRoy A
 Practice Limited to Children
 812 W Lodi Av.....Lodi 8-1596
 Burson Stanley F F & M Bldg.....Lodi 9-3013
CAMPBELL J C
 125 N Sutter Stockton.....H0wrd 4-7324
 (See Advertisement This Page)
 Coffield W J Masonic Bldg.....Lodi 9-3241
 Folendorf E M 320 W Lodi Av.....Lodi 9-9561
 Forbes W G Masonic Bldg.....Lodi 9-4326
 Fotheringham D K 303 S Pleasant Av.....Lodi 9-2134
 Haitz Charles V 300 W Lodi Av.....Lodi 8-0090
 Keddie Noble D 310 W Pine.....Lodi 9-4719
 Keszler Chris 816 W Lodi Av.....Lodi 9-2681
 Residence.....Lodi 8-0253
 Letcher Howard T 214 W Lodi Av.....Lodi 9-2696
 Loechler Philip S
 Practice Ltd to Extractions—Oral Surgery
 540 N California Stockton.....H0wrd 5-3254
 Residence Stockton.....H0wrd 5-2149
 Mehlhaff J E 321 W Lodi Av.....Lodi 9-9312
 Mehlhaff Milo E 321 W Lodi Av.....Lodi 8-1023
 Owens Lloyd L 2 S Lee Av.....Lodi 9-4648
 Stucky John M 800 W Lodi Av.....Lodi 9-6703
 Sutherland A H 806 W Lodi Av.....Lodi 9-3231
 Residence.....Lodi 9-3816
 Sweeney James M 315 W Pine.....Lodi 9-6719
 Taves Melvin E 315 N Calif.....Lodi 8-0661
 Residence.....Lodi 8-0861
 Thomas Bryon C 310 W Pine.....Lodi 9-4719
 Van Noate Reid M
 Orthodontist
 812 W Lodi Av.....Lodi 8-1596

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.

Department Stores

- Barner G W & Co 12 N School.....Lodi 9-9940
BRISTOW'S PRICE RITE STORE
 14 W Pine.....Lodi 8-2616
HOLLY DEPT STORE
 Good Merchandise At Moderate Prices
 16 N School.....Lodi 8-0856
MONTGOMERY WARD CATALOGUE ORDER
 OFFICE 220 S School.....Lodi 9-2774
NATIONAL DOLLAR STORES
 102 S School.....Lodi 9-4057
 Newfield M & Sons School & Pine.....Lodi 8-0637
PENNEY CO J C 111 S School.....Lodi 9-3074
 Sears Roebuck & Co 211 S School.....Lodi 8-0607

Detective Agencies

- BROOKHART E UPTON**
 144 N San Joaquin Stockton.....H0wrd 6-7127

Diamond Sellers

- Guptill's Jewelry Store 22 S School.....Lodi 8-0559

Diamonds—Jewelry—See Jewelers Headings

Diaper Service

- See also Laundries
COMMUNITY DIAPER SERVICE
 501 N Sierra Nevada Stockton.....H0wrd 5-5788
COMMUNITY LINEN RENTAL SERVICE
 501 N Sierra Nevada Stockton.....H0wrd 5-5788

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.

Dictating Machines

- DICTAPHONE CORP**
 135 N Hunter Stockton.....H0wrd 4-3534
SONDScriBER DICTATING & RECORDING EQUIPMENT

"World's Most Versatile Dictation System"

SoundScriber

TELEPHONE & CONFERENCE RECORDING
 33⅓ RPM — PORTABLE — DISC INDEXING
 SALES SERVICE RENTALS

"WHERE TO BUY IT"

- GILBERT-SEAGRAVES & ASSOC**
 535 Ramona Palo Alto.....DAVnprt 5-3228

Dishwashing Machines

- Emery & Brown Electric 109 S School...Lodi 8-0676
KITCHENAID HOME DISHWASHERS—
 HUST G G & SONS 124 N School...Lodi 8-1443
MILLER'S MILLWORK MART
 730 N Calif.....Lodi 9-3524

Display Equipment & Materials

- Kehoe Display Fixture Co
 541 Market S F.....D0uglas 2-3469

Distributing Service

- Jigg's Distributing Co Druet Ln.....Lodi 8-1719

Doctors

See Specific Kinds, i.e., Chiropraxists; Chiropractors; Dentists; Optometrists; Osteopathic Physicians; Physicians & Surgeons D.O.; Physicians & Surgeons M.D.; Etc

Dog & Cat Kennels

MALBAY KENNELS
 MARY E. STRUTZMANN - Owner
BOARDING & TRAINING
 Dogs & Pups For Sale Occasionally
 PHEASANTS FOR SALE
 Springer Spaniels & Labrador Retrievers
 3 Miles North on 99 Hwy at
 4239 Newton Rd Stktn.....H0wrd 2-5205

Dog Hospitals—See Veterinary Hospitals

Dolls—Repairing

FAYE'S DOLL HOSPITAL
 AND
HAND MADE DOLLS
 Faye Bedgley - Owner
 DOLL WIGS -- WARDROBES -- & ACCESSORIES
 Repairing of Any Kind
 Sacramento Rd ¼ Mi N/O Kettleman Lane
 Route 3 Box 42
 Taylor Rd.....Lodi 8-2530

Doors—Retail

MILLER'S MILLWORK MART
 ALL TYPE DOORS
 FLUSH
 COMBINATION
 SASH
 FOLDING
 SLIDING
 GARAGE
 Check Our Stock & Prices Before You Buy
 730 N Calif.....Lodi 9-3524

Doors—Shower Bath

See Shower Doors & Compartments

Doors—Whse & Mfrs

- Pacific Rolling Door Co
 400 Derby Av Oakland.....KElog 3-1767

Advertise here—it pays.

DENTAL PLATES



DR. J. C. CAMPBELL
 Dentist

NO MONEY DOWN

ON APPROVED CREDIT MAKE FIRST SMALL PAYMENT 6 MONTHS AFTER YOUR WORK IS COMPLETED . . . THEN TAKE AS LONG AS 21 MONTHS TO PAY . . . ABSOLUTELY NO INTEREST OR CARRYING CHARGE.

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OVER **90%** OF OUR PRACTICE IS MAKING
MODERN DENTAL PLATES

REMOVABLE BRIDGES & EXTRACTIONS FOR DENTAL PLATES
 THIS TREMENDOUS VOLUME ALLOWS US TO CHARGE

VERY LOW PRICES

and yet not sacrifice one ounce of quality. Come in and see MODERN DENTAL PLATES with CRYSTAL CLEAR TRANSPARENT PALATE and set with TRANSLUCENT TEETH, used and acclaimed by many dentists.

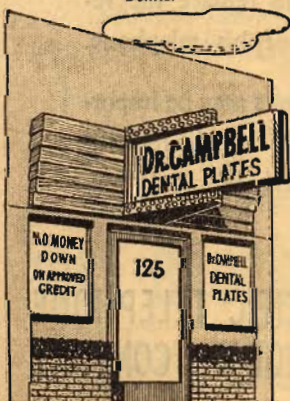
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Any Day Except Sat. Be at Office by 10:00
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 DENTIST

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 GROUND FLOOR OFFICE
 (No Stairs to Climb)

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"The Freshest Thing in Town"

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TRY 'EM YOU'LL LIKE 'EM
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CLEMINGS W G 207 S Hutchins. Lodi 8-1367
Fabric Shop The 21 N School. Lodi 9-3118
NEWFIELD M & SONS School & Pine--Lodi 8-0637

Dress Suit Renting

See Tuxedos—Renting; also Costume Rental

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Eastside Dress Shop 502 E Oak. Lodi 8-2126

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FORMALS — DRESSES
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ELIZABETH EMERY, Proprietor

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314 W Lodi Av. Lodi 9-6949
Mode O'Day Frock Shop
Paul W Palmer—Owner

24 S School-----Lodi 9-2144

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D A PARRISH & SONS INC

3128 E Miner Av Stockton-----H0wrd 6-9607

Drilling Equipment & Supplies

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

Drills

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

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

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CITY DRUG STORE

PRESCRIPTIONS

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DERMATICS
FRANCES DENNY — TABU — REVLOIN
HALLMARK CARDS
HEARING AID BATTERIES
Located in Hotel Lodi Bldg.

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YOUR PROFESSIONAL PHARMACY

PRESCRIPTIONS

24-Hour Emergency Prescription Service

PROMPT FREE DELIVERY

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M. E. CRETE

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If no answer call. Lodi 9-9501

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(See Advertisement This Page)

ZIMMERMAN'S PHARMACY

16 W Pine. Lodi 9-3549
(See Advertisement This Page)

ZIMMERMAN'S PHARMACY

See Our Ad Under this Classification
101 S School. Lodi 9-4779

Dry Cleaners—See Cleaners & Dyers


Dry Goods—Retail

Fabric Shop The 21 N School. Lodi 9-3118

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Union Ice Co The
425 N Union Stockton-----H0wrd 4-4721

Prospects ready to buy use the Yellow
Pages to find "Where to buy it."



Prescriptions

A COMPLETE
PROFESSIONAL PHARMACY


Free Delivery

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LODI 9-2426

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CENTRAL DRUG STORE

28 N. SCHOOL



DRUGS

Prescriptions

**TWO COMPLETE PRESCRIPTION
DEPARTMENTS TO SERVE YOU**

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101 S. School — Lodi 9-4779

FREE DELIVERY

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Stencil & Spirit Models from \$32.50
340 E Weber Av Stockton. H0wrd 6-6769
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Dyers—See Cleaners & Dyers

Ear Phones—See Hearing Aids

Eggs—Retail

GRISWOLD GEO A Collier Rd-----Lodi 8-1775

Eggs—Whsle

Beckman Otto F 630 N Sacramento. Lodi 9-4083

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POULTRY PRODUCERS OF CENTRAL CALIF
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MADISON'S

Expert Repairing on
WASHERS — DRYERS
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See also specific headings such as: Freezers—Food Storage Units; Kitchen Equipment; Ranges & Stoves—Dealers; Refrigerators—Domestic; Sewing Machines—Domestic; Vacuum Cleaners—Dealers; Washing Machines—Dealers

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FORMERLY D & D TIRE SHOP

Full Line Household Appliances
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New Cycla-matic Frigidaires with famous Meter-Miser. Also Frigidaire electric ranges, food freezers, water heaters, automatic washers, dryers, ironers, dehumidifiers, and room air conditioners.



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(Continued Next Page)

For better service, speak directly and clearly into the telephone mouthpiece.



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Residential - Industrial
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Commercial Wiring

PERSONALIZED SERVICE

WESTINGHOUSE - THERMADOR
APPLIANCE DEALERS
Thermador Built-In Ranges

LIGHTING FIXTURES
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½ Mile East of East Side Winery

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Electrical CONTRACTOR

- ELECTRIC REPAIRING
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- WIRING SERVICE
- FREE ESTIMATES
- ALL WORK GUARANTEED
- OVER 25 YEARS EXPERIENCE

Residential - Industrial

**LIGHTING FIXTURES
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J. A. Ghiglieri, Owner
708 N. PLEASANT AVE.



**Residential & Commercial
CONTRACT WIRING**

LATEST STYLES OF
LIGHTING FIXTURES FOR
THE HOME & BUSINESS

Thermador and L & H
Custom Built-In Ranges
on Display in Our Showroom

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Refrigerators, Ranges, Water Heaters, Freezers, Automatic Washers, Wringer Washers, Clothes Dryers, Dishwashers, Disposalls, Room Air Conditioners, All-Electric Kitchens and Laundries. Famous for dependability.



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LODI LIQUIDATORS 110 N School.....Lodi 8-0522
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See Our Ad Under RADIO DEALERS
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A full line including Refrigerators, Freezers, Ranges, Water Heaters, Dishwashers, Laundromats, Electric Clothes Dryers, Food Waste Disposers. You Can Be Sure . . . If it's WESTINGHOUSE



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1725-19th SactoHUdsn 4-8551

Electric Contractors—Industrial & Residential

ELECTRIC EQUIPMENT CO 8 W Pine..Lodi 9-3727
(See Advertisement Page 27)
Emery & Brown Electric 109 S School..Lodi 8-0676
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GHIGLIERI ELECTRIC
708 N Pleasant Av.....Lodi 8-1557
(See Advertisement This Page)
(Continued Next Page)

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1. Look up your number in the latest directory.
2. Listen for the steady hummmm of the dial tone.
3. Keep your eye on the dial.
4. Wait a minute before you decide your party isn't home.

Electric Contractors-Industrial & Residential-

(Cont'd)

GUNDERSHAUG ELECTRIC CO

See Our Adv for Elec Motors Repairing
130 N Sacramento.....Lodi 9-3087

HASSELBRING ELEC & ENGRNG CO

1202 S School.....Lodi 9-4354

SUELZLE E M ELECTRIC

359 E Lodi Av.....Lodi 9-4875
(See Advertisement Page 26)

Wagers Electric Service Victor Rd.....Lodi 9-2845
(See Advertisement Page 26)

Electric Equipment-Renting

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

Electric Equipment-Service & Repairing

Emery & Brown Electric
Wiring
109 S School.....Lodi 8-0676
Ghiglieri Electric 708 N Pleasant Av.....Lodi 8-1557
GUNDERSHAUG ELECTRIC CO
See Our Adv for Elec Motors Repairing
130 N Sacramento.....Lodi 9-3087

Electric Heaters

See Electric Appliances-Household Headings; also
Heaters

Electric Motors

Cain Electric Works 230 N Church.....Lodi 9-9536

DELCO MOTORS

Appliance Type and Industrial
Delco Motors for virtually every
application from 1/250 to 100 HP.
Original replacement parts and
expert electric motor repairs, all
makes.



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DELTA PUMP & SUPPLY

130 N Cherokee Ln.....Lodi 9-5836

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Harrison & Lindsay Stockton---H0wrđ 6-7091

GUNDERSHAUG ELECTRIC CO

See Our Adv for Elec Motors Repairing
130 N Sacramento.....Lodi 9-3087

GUNTERT & ZIMMERMAN

Lindsay & Monroe Stockton.....H0wrđ 4-8712

DISAPPEARING ACT

To remove grease spots from stock-
ings, dust with talcum powder, then
brush it off after a few minutes.



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Industrial - Residential - Commercial

Call Lodi 9-3727

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6 W. PINE Lodi

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Cain Electric Works 230 N Church....Lodi 9-9536
(See Advertisement This Page)

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130 N Cherokee Ln.....Lodi 9-5836

GUNDERSHAUG ELECTRIC CO

130 N Sacramento.....Lodi 9-3087
(See Advertisement This Page)

Electric Ranges-See Ranges & Stoves Headings

Electric Signs-See Signs

Electric Supplies-Retail

Emery & Brown Electric 109 S School...Lodi 8-0676
GUNDERSHAUG ELECTRIC CO
See Our Adv for Elec Motors Repairing
130 N Sacramento.....Lodi 9-3087

Electric Supplies-Whse & M'rs

CALIFORNIA STEEL CO
1220 Victor Rd.....Lodi 9-6504
SUPERIOR SALES CO
1725-19th Sacto.....HUdsn 4-8551

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BLACK & DECKER
STANLEY & SKIL
ELECTRIC SANDERS
ELECTRIC SAWS
ELECTRIC DRILLS
ELECTRIC JIG SAWS
DEWALT RADIAL SAWS

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

Electricians-See Electric Contractors Headings

Employment Agencies

California State Department Of Employment
125 N Stockton.....Lodi 9-2753

Enchiladas-See Tamales Headings

Engineers-Civil

Gatzert Clifford 203 W Oak.....Lodi 9-9479
Raab George B
109 E Weber Av Stockton ---H0wrđ 2-8262

Engineers-Consulting

Eriksson H A
2214 E Miner Av Stockton-----H0wrđ 3-0166

Engineers-Mechanical

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HEATING - VENTILATING - REFRIGERATION
AIR CONDITIONING
PLUMBING - FOOD PROCESSING
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CONVEYING SYSTEMS - GENERAL DRAFTING

47 W Geary Stktn.....H0wrđ 3-5477

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Illerich O T Porter Bldg San Jose-----CYprss 3-4374

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the Yellow Pages. Your Classified Direc-
tory lists most every store in town...
helps you find everyone who sells and
serves.

**GUNDERSHAUG
ELECTRIC CO.**



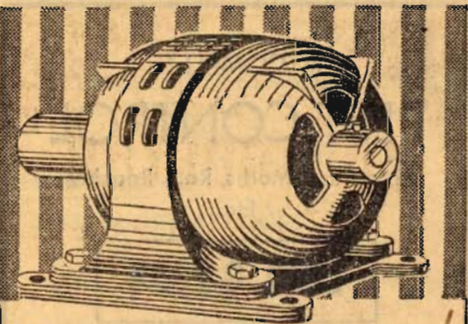
LODI 9-3087

Electric Motors Repaired

Motor Parts - V-Belts & Pulleys
Complete Line of Ball Bearings

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We
**REPAIR - REWIND
REBUILD**
on All Makes

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LODI 9-9536

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208 SO. SCHOOL STREET

"Lodi's Largest Pest Control Organization"

"WE KILL PESTS"

- TERMITES — ANTS
- MOTHS — MICE — RATS
- ROACHES — SPIDERS
- FLEAS — FLIES
- LAWN MOTHS

- 20 YEARS EXPERIENCE
- COLLEGE TRAINED SUPERVISOR
- SATISFACTION GUARANTEED
- STATE LICENSED

LODI 9-3562

PAUL SEEGER, Mgr.

A COMPLETE PEST CONTROL

Ants, Mice, Moths, Rats, Roaches, Etc.

LODI 8-2304



WORK GUARANTEED
FAIR PRICES

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Quick Starting
2 & 4 Cycle Engines
CLINTON
Engines, Chainsaws, Outboards
Parts and Service
Get Free Engine Checkup



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WRIGHT'S GARAGE
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Briggs-Stratton Air Cooled Engines
Clinton — Lauson — Power Products
Sales & Service
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Railway Express Agency Inc 16 E Elm... Lodi 9-2415

Exterminating

See also Fumigating; also Termite Control
Day & Night Pest Control Co
127 N Sacto-----Lodi 8-0865
(See Advertisement This Page)
Kill Pest Co 109 W Pine-----Lodi 8-2304
(See Advertisement This Page)
Mosquito District N S J Co
Office 404 W Pine.....Lodi 9-3301
Shop 1213 S Sacto.....Lodi 9-3464
PARAMOUNT PEST CONTROL
242 N Sutter Stockton.....H0wr4 4-0086
If no answer call Stockton.....H0wr4 4-7063
Termite Control Co 208 S School..... Lodi 9-3562
(See Advertisement This Page)

Farm Equipment

ALLIS-CHALMERS FARM MACHINERY—
FARMERS EQUIPMENT CO
1895 E Charter Wy Stockton... H0wr4 6-6764
BECHTHOLD TRACTOR SERV
Oliver Farm Equip Sales & Service
Victor Rd -----Lodi 8-2031
Farmers Equipment Co
1895 E Charter Wy Stockton... H0wr4 6-6764
GRACO
International Crawler Tractors
"Farmall" Tractors
McCormick-Deering Farm Machines
"Dyr" Tillage Tools — Bean Sprayers
International Freezers & Refrg.
SALES — SERVICE — REPAIRS
126 S Main.....Lodi 9-4716

You'll find it fast in the YELLOW PAGES.

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this telephone number is
dynamite to pests!
Call Us Regarding
Our Special Low Cost
Ant Control Service Plan
For Homes
TERMITE SPECIALISTS
GENERAL PEST CONTROL SERVICE

DAY & NIGHT Pest Control Co.

127 N. SACRAMENTO LODI

Farm Equipment—(Cont'd)

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Caterpillar—John Deere Sales & Serv
200 S Cherokee Ln.....Lodi 8-1593
INDEPENDENT DISTRIBUTORS
230 N Stockton.....Lodi 8-1532

LEACH DON
FARM EQUIPMENT
SALES & RENTALS
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TWINE — DISC BLADES
SIPHONS
230 N Stockton.....Lodi 8-1532

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EVERYTHING FOR THE FARM
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PLANET JR. GARDEN TOOLS
FARM HARDWARE
SALES — SERVICE — REPAIRS
116 N School.....Lodi 9-2258

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BECHTHOLD TRACTOR SERV
Victor Rd -----Lodi 8-2031

Stephen's Blacksmith Shop 112 E Pine--Lodi 9-6907

Farm Equipment—Renting

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

Farm Equipment—Repairing

Tokay Welding Shop 920 Victor Rd.....Lodi 9-2105

Federal Government Offices

See Alphabetical Directory under "U S Government"

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Feed for All Kinds of Livestock
630 N Sacramento.....Lodi 9-4083

FERRELL F E & CO INC
FOR PRICE QUOTATIONS
OR FEED ORDERS
CALL US COLLECT
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SWIFT & LARRO FEEDS
NORTHRUP KING SEEDS
Best Fertilizer — Dry & Aqua Ammonia
NIAGARA SPRAYS & DUST
321 N Sacto.....Lodi 8-0828

POULTRY PROD OF CENTRAL CALIF
22 E Locust.....Lodi 9-6647
Robinsons: 101 E Lodi Av.....Lodi 9-5926

Fences

KYLE & COMPANY
348 N Harrison Stockton.....H0wr4 4-8741
STOCKTON FENCE & MATERIAL CO
924 S Netherton Stockton-----H0wr4 6-8223

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See Sporting Goods Headings
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To keep the bright metal bands on kitchen sinks and counters from staining your apron black, touch up the bands with colorless lacquer. If you can't get the lacquer, colorless nail polish will do.

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BREA AQUA AMMONIA

"Low-cost, high performance nitrogen fertilizer solution - metered by the gallon - priced by the pound of net nitrogen - big peak-season supply - easy, safe, economical for grower or dealer to apply"



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Hughes Geo M Sulphur Spray & Fertilizer Co
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FERTILIZERS - AQUA AMMONIA
FERTILIZER APPLICATION
WE DELIVER

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Or call -----Walnut Grove 6-2872

SHELL AGRICULTURAL AMMONIA

Shell NH₃ (Agricultural Ammonia), the Fertilizer Richest in Nitrogen—82% Guarantee. Improve Yield, Quality of Crops. Save Time, Save Work.



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400 N Sacramento-----Lodi 9-5178

SUNLAND INDUSTRIES INC
220 N Eugenia Stockton-----H0wrđ 5-5152
Or -----Lodi 9-5926

Fertilizers—Whsle & Mfrs

BEST FERTILIZERS CO THE
Weir Fetters Dist Sales Mgr
2509 S El Dorado Stockton.... H0wrđ 4-8328
LODI AGRICULTURE SUPPLIERS INC
11 E Vine..... Lodi 9-2650
Rich Fertilizer Co 225 S Main..... Lodi 8-1476
SUNLAND INDUSTRIES INC
220 N Eugenia Stockton-----H0wrđ 5-5152
Or -----Lodi 9-5926

Filing Equipment & Supplies

Valley Tow-Rite Industry
1231 S Sacto-----Lodi 8-0124
Werner's Mfg Co 1011 S Hutchins..... Lodi 8-0671

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FIBERGLAS DUST-STOP AIR FILTERS

For clean air at low cost, replace dirty filters with new, clean DUST-STOPPS* —in forced-warm-air furnaces, air-conditioning units and systems... a FIBERGLAS* product.
*T. M. Reg. U. S. Pat. Off.



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REFRIGERATING & POWER SPECIALTIES
CO 1258 N Union Stockton---H0wrđ 4-4683
Western Plumbing Supply Co Ltd
1102 S Aurora Stockton-----H0wrđ 6-7951

WINSLOW OIL & FUEL FILTERS—
LOREN'S SUPPLY SERV
1015 S Church..... Lodi 9-2451

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See also Loans

AMERICAN FINANCE COMPANY

See "BILL" or "CHARLIE"
Locally Owned & Operated
LOANS & FINANCING
Contracts Purchased
Auto - Furniture - Personal
Buying or Selling Car or Furniture
Up to 24 Months to Pay
TRADE AT HOME

10 N California Stktn-----H0wrđ 4-4883

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Bakers Fire Extinguishers Serv
107 N School..... Lodi 8-0168

Fire Protection Equipment

BAKERS FIRE EXTINGUISHER SERVICE

FYR-FYTER & KIDDE

Fire Fighting Equipment & Supplies
Flame Proofing for Fabrics
SALES & SERVICE

107 N School-----Lodi 8-0168

Curtis L N & Sons
5814 College Av Oakland..... Humboldt 3-5111
Western Fire Equipment Co
69 Main San Francisco..... SUtrr 1-0618

Firearms—See Sporting Goods Headings

Fireplace Builders

ARMSTRONG ORIS Calimyrna Rd-----Lodi 9-9236

Fish—Retail

Lodi Fish Market 40 N Main-----Lodi 9-2309
(See Advertisement This Page)
SELL RITE 204 W Lodi Av..... Lodi 9-9592

LODI FISH MARKET

ALL KINDS IN SEASON
Prompt Courteous Service
LARGE OR SMALL ORDERS
SPECIAL RATES TO RESTAURANTS

LODI 9-2309

FRESH BAIT & TACKLE

SEA FOOD

40 N. MAIN

Fish—Retail—(Cont'd)

Shady Oaks Trout Farm Nichols Rd..... Lodi 8-0946
Tokay Meat Market
California & Lockeford..... Lodi 9-6674

Fish—Whsle

BUSALACCHI FRANK A
210 N Wilson Wy Stockton..... H0wrđ 2-3235

Fishing Bait

Lodi Fish Market 40 N Main..... Lodi 9-2309
STAR MARKET 741 S Cherokee Ln.... Lodi 9-4436

Fishing Tackle—Retail

See also Sporting Goods—Retail
LODI FISH MARKET 40 N Main..... Lodi 9-2309
New Hope Landing Walnut Grove Rd... Thornton 2792
RANDOLPH'S EVINRUDE SALES & SERVICE
1102 Turner Rd..... Lodi 9-2839

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Capitol Flag Co 1315 Broadway Sacto.. GIlbrt 2-2451
Emerson Mfg Co
Flag Banner Decoration Mfrs Since 1904
645 Howard S F-----SArfld 1-8390
Paramount Flag Co
Flag Banner & Decoration Mfrs
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KENTILE
Modern floors; beautiful colors, unlimited design, GUARANTEED, inexpensive, rugged, easy to maintain — for home, store, office, industry. Other products: KENCORK, KENFLEX, KENRUBBER, KENFLOR.

"WHERE TO BUY IT"

Heagarty Fred Furniture 210 W Pine. Lodi 9-3195
Lodi Floor Co 355 E Lodi Av-----Lodi 8-0491
(See Advertisement This Page)

Floor Materials

BRUCE HARDWOOD FLOORING—
DEALER
VALLEY LUMBER CO 200 E Elm---Lodi 9-5148

Floors—Tile—See Tile Headings

Enjoy the Guest Artists Series on "The Telephone Hour"—N. B. C., Monday nights.

FLOORS

★ LAYING ★ SANDING ★ FINISHING
Old Floors Finished and Sanded
SATISFACTION GUARANTEED
Courteous Workmen - 15 Years Experience

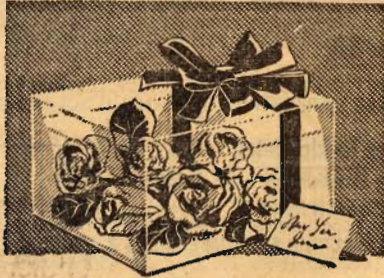
Phone Lodi 8-0491

LODI FLOOR CO.
Leo Sabrecongost

Residence 507 S. FAIRMONT Ofc. 355 East Lodi Ave. Lodi

FLOWERS

For Every Occasion



- Weddings
- Corsages
- Potted Plants
- Figurines
- Gift Items
- Funeral Designs

"THE SHOP OF DISTINCTION"
We Telegraph Flowers Anywhere

— Free Delivery —

DIAL
LODI 8-0034

Avenue Florist & Gift Shop

504 W. LODI AVE. LODI

LODI FLOWER SHOP



3 Generations Serving You for Over 38 Years
FLOWERS FOR ALL OCCASIONS

"Say it With Flowers—
Say it With Ours"



Free
Delivery

Phone
LODI 9-4709

If No Answer Call Lodi 9-9603

5 W. ELM — LODI

Florists-Retail

- AVENUE FLORIST & GIFT SHOP**
We Telegraph Flowers Anywhere
504 W Lodi Av. Lodi 8-0034
(See Advertisement This Page)
- LODI FLOWER SHOP** 5 W Elm-----Lodi 9-4709
(See Advertisement This Page)
- TECK'S NURSERY & FLORAL SHOP**
Member of Telegraph Delivery Serv
935 S Cherokee Ln-----Lodi 9-2711

Flywheels-Repairing

See Automobile Repairing; also Welding

Food Products

- GENERAL MILLS INC-SPERRY DIVISION**
Turner Rd Lodi 9-3541
Nash De Camp Co 315 N Main.....Lodi 9-4741

Food Products-Health

See Health Food Products Headings

Foot Treatment-See Chiropodists

Form Clamps-See Contractors' Equipment Headings

Formal Attire Rental

See Tuxedos-Renting; also Costume Rental

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

- AUGUSTINE BRASS CASTING CO**
Bronze Markers & Tablets
Brass-Bronze & Aluminum Castings
1137 S Pilgrim Stockton.....H0wrd 3-1312

Foundries-Iron

- Empire Foundry Co**
Est 1904 Gray Iron-Semi Steel Castings
429-3d OaklandHlgate 4-3703
- LODI IRON WORKS INC** 820 S Sacto... Lodi 9-5167
- PINKERTON FOUNDRY**

All Kinds of
**GRAY & WHITE IRON
CASTINGS**

P O Box 516 Lodi Calif
E Pine Ext.....Lodi 9-2189

Foundries-Steel

- THYS CO**
- ELECTRIC STEEL CASTINGS
MACHINE SHOP
SANDBLASTING
MACHINERY DESIGNED**
- 6900 Folsom Bl Sacto.....Hllcrst 6-3048
850 N Union Stktn.....H0wrd 3-1162

Fountain Pens-Repairing

- Guptill's Jewelry Store**
22 S School-----Lodi 8-0559

Fraternal Organizations

- See also Associations; also Clubs
- Loyal Order Of Moose** 4 1/2 W Pine..... Lodi 9-9727
- Masonic Temple** 321 W Pine.....Lodi 9-9870
- Woodmen Of The World** Acampo Rd.....Lodi 9-6125

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.

Freezers-Food Storage Units

- See also Refrigeration Equipment-Commercial; also Refrigerators-Domestic
- INTERNATIONAL HARVESTER REFRIGERATORS AND FREEZERS--**
GRACO 126 S Main.....Lodi 9-4716

Freight Forwarding

- Stor-Dor Forwarding Co**
1036 E Sonora Stockton.....H0wrd 2-3153

Freight Motor Carriers-See Motor Freight Companies

Frozen Food Lockers-Renting

- ComartIn Frozen Food Lockers** 19 W Pine.Lodi 9-2856

EASTSIDE LOCKER SERVICE

- J. N. JOHNSON & W. H. MEDLEN**
LOCKERS FOR RENT
MEAT RETAIL & WHOLESALE
Cutting & Wrapping for
Locker Customers & Home Freezers
LOCKER CARTONS & SUPPLIES
VictorLodi 8-1931

- UNION ICE CO THE** 27 E Locust.....Lodi 9-2701

Frozen Foods

- HONOR BRAND FROZEN FOODS--**
UNION ICE CO THE 27 E Locust....Lodi 9-2701
- PICTSWEET FROZEN FOODS--**
LeBARON FROZEN FOODS
StocktonH0wrd 5-6089
- UNION ICE CO THE** 27 E Locust.....Lodi 9-2701

Fruit Packers' Equipment

- FOOD MACHINERY & CHEMICAL CORP**
RIVERSIDE DIV
- PACKING HOUSE EQUIPMENT**
FOR FRUITS & VEGETABLES
NAILING MACHINES - CONVEYORS
CLAMP TRUCKS
FLAVORSEAL PROCESS FOR
FRUITS & VEGETABLES
32 S Main.....Lodi 9-2196

Fruit & Vegetable Brokers

- Sullivan J Desmond** 904 S Church.....Lodi 9-5484

Fruit & Vegetable Growers & Shippers

- Acampo Growers Assn** YoungstownLodi 9-4277
- ACAMPO VINEYARDS**
J E Devine-Mgr
James J Brown
522 E Lockeford.....Lodi 9-4713
- J A Wilson-Ranch Foreman.....Lodi 9-6774
- Shop AcampoLodi 9-2937
- Buck Ranch Acampo.....Lodi 8-1228
- Buck Ranch Shop Acampo.....Lodi 8-1927
- Okeh Vineyard Davis Rd.....Lodi 8-1268
- AMER NATIONAL FOOD INC**
521 S Main.....Lodi 9-3586
Platform 607 S Main.....Lodi 9-5607
- ATKINS KROLL & CO**
R C March-Superintendent
Grass Siding.....Lodi 9-3283
- BARBERA PACKING CORP** 16 E Oak...Lodi 9-5134
- Ranch Terminous Rd.....Lodi 9-2511
- Calif Fruit Exchange 733 S Stockton...Lodi 9-5578
- COSTA FELIX & SONS** Hogan Ln-----Lodi 8-2766
If no answer call-----Lodi 9-6119
- CROWN FRUIT CO**
A J Handel Manager
Kettleman Ln-----Lodi 9-2734
Residence.....Lodi 9-9567
- D'Arrigo Bros Co of Calif Inc**
1300 S Sacramento.....Lodi 8-1386
- Doherty Vineyards Inc** 99 Hwy.....Lodi 9-3886
- Dougherty Fruit Growers Inc** Acampo.....Lodi 9-2973
If no answer call.....Lodi 9-6379
- Dumont Packing Co** 232 N Washington--Lodi 8-1807
- EARL FRUIT CO** 17 E Elm.....Lodi 8-0581
- East-Side Fruit Growers Kettleman Stn..Lodi 9-5142
- ELKHORN FRUIT CO**
Roy Maggio & Andrew Leonardini-Mgrs
856 N Sacramento.....Lodi 9-4074
If no answer call.....Lodi 9-4010
If no answer call.....Lodi 9-5283

(Continued Next Page)

Fruit & Vegetable Growers & Shippers--(Cont'd)

Graffigna John Shed 20 E Pine.....Lodi 9-3773
 Handel Co TerminousLodi 9-4312
 If no answer call.....Lodi 9-5436
HEGGLADE MARGULEAS CO
 John Thomas Jr-Manager
 48 E Walnut.....Lodi 9-3850
 Kalune Fred TerminousLodi 9-9329
 Kettleman Fruit Growers Assn
 Kettleman StnLodi 8-0403
LAKESHORE FRUIT CO
 T C Green & James Lind-Owners
 225 S Main.....Lodi 9-4583
 If no answer call.....Lodi 9-2310
 If no answer call.....Lodi 9-3396
 Lerza James WoodbridgeLodi 9-3025
 If no answer call.....Lodi 9-9742
LEVY A & ZENTNER J CO
 W H Dollinger-Manager
 E LockefordLodi 9-6216
 If no answer call.....Lodi 9-9516
LODI COLD STORAGE INC
 315 N Main.....Lodi 9-4741
 Lodi Distributing Co Inc WoodbridgeLodi 9-4864
 If no answer call.....Lodi 9-5482
 Maggio Packing Inc Victor Rd.....Lodi 9-6844
 Mason Fruit Co 400 N Sacramento.....Lodi 9-5178
 Mendelson-Zeller Co 225 S Main.....Lodi 9-4583
 Morse & Skinner S Cherokee Ln.....Lodi 9-9254
NASH DeCAMP CO
 Howard H Mason Agent
 315 N Main.....Lodi 9-4741
 Old Vine Fruit Gwrs 737 S Stockton.....Lodi 9-9435
 Orlandella Ralph 415 Poplar.....Lodi 9-6509
 Pacific Fruit Exchange S Main.....Lodi 8-0631
RITTER-PRICE CO INC
 810 S Wilson Wy Stockton.....H0wrđ 2-6653
 Sanguinetti Fruit Co 48 E Walnut.....Lodi 9-3508
 Scaletta Fruit Co 401 W Oak.....Lodi 9-3116
 Day & Night CallLodi 9-3116
 Schuman Buck Co Youngstown.....Lodi 9-6317
 United Packing Co Harney Ln.....Lodi 9-6409
 United Packing Co 27 E Pine.....Lodi 9-2492
VALLEY FRUIT DISTR INC
 Albert Nies-Sales Manager
 VictorLodi 9-2178
 ResidenceLodi 9-9068
 VanBuskirk CR 820 N Sacramento.....Lodi 9-4460
 If no answer call.....Lodi 9-2356
 Victor Fruit Growers Inc VictorLodi 8-1232
VITO FRUIT CO INC 48 E Oak.....Lodi 8-0626
 Western California Cannery Inc
 TerminousLodi 8-0157
 If no answer call Stockton.....H0wrđ 8-8112
 Wiederrich John R & Sons
 Kettleman LnLodi 9-9159

Fruits & Vegetables--Retail

JACK'S FRUIT STAND Lwr Sacto Rd. .Lodi 9-4466
 Mar-Val Food Stores 1340 S Hutchins--Lodi 8-2167
 Oscar's Produce 531 W Lodi Av-----Lodi 8-0498
 Ranch Market 914 W Lodi Av.....Lodi 9-9679
 Twin Oaks Fruit Stand S Hwy 99-----Lodi 9-9986

Fruits & Vegetables--Whsle

Earl Fruit Co 17 E Elm.....Lodi 8-0581
 Mar-Val Food Stores 1340 S Hutchins--Lodi 8-2167

An extension telephone will give you added comfort in your home.

BROWNIE'S PRODUCE

LAUREN VAN KIRK

Wholesale



CALL
LODI 9-2362

401 W. PINE

Fruits & Vegetables--Whsle--(Cont'd)

TWIN OAKS FRUIT STAND
WHOLESALE & RETAIL
 FRESH FRUITS & VEGETABLES
 For
 RESTAURANTS - MARKETS
 M. E. Sidwell - Prop.
 S Hwy 99.....Lodi 9-9986

VAN KIRK LAUREN 401 W Pine-----Lodi 9-2362
 (See Advertisement This Page)

Fuels--See Specific Kinds, i.e.,Oils--Fuel & Heating; Etc

Fumigating

See also Exterminating
 Esotoo Fumigation Co
 For Grape & Wine Treatment Only
 N MainLodi 9-2269
 If no answer call.....Lodi 9-2711

Fund Raising Organizations

Cecil System-Church Fund Raising
 3 W 37th Av San Mateo-----Firesđ 5-7366

Funeral Directors

EAST-PINE FUNERAL HOME
 E Pine Ext.....Lodi 8-0772
 If no answer call.....Lodi 9-3236
HALE & BAWDEN 11 W Elm.....Lodi 8-0560
LODI FUNERAL HOME 225 S School...Lodi 9-3564
 Res PhoneLodi 9-5818
SALAS GALT MISSION CHAPEL 702 B Galt 4651
SALAS SAMUEL D 225 S School.....Lodi 9-3564
WELLS FUNERAL HOME 123 N School-Lodi 8-2444

Fungicides--See Insecticides Hdgs

Fur Remodeling & Repairing

Star De Luxe Cleaners
 111 S Cherokee Ln-----Lodi 9-6759
WEISINGER'S FUR SHOP
 547 E Market Stockton.....H0wrđ 2-5147

Fur Storage

Star De Luxe Cleaners
 111 S Cherokee Ln-----Lodi 9-6759

Furnaces--Heating

CHRYSLER AIRTEMP FURNACES
 PRODUCT OF
 CHRYSLER CORPORATION
 Efficient, dependable fur-
 naces and boilers for use
 with gas or oil. Also year
 'round air conditioning for
 your present or new home.
 Free survey.

 "WHERE TO BUY IT"
 DISTRIBUTOR

TAY-HOLBROOK INC
 1234 S Aurora Stockton-----H0wrđ 6-9531
 SALES & SERVICE DEALER
 General Sheet Metal Shop
 217 S Stockton-----Lodi 9-5934

COLEMAN AUTOMATIC HEATING EQUIPMENT--
 DEALERS
HENDERSON BROS CO INC
 21 S Sacto-----Lodi 9-4672
MACO GAS CO 633 Victor Rd-----Lodi 9-2731

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

Advertising in the Yellow Pages of the Telephone Directory is a direct way to keep your products before buyers. More and more people "Look inside the Classified" before buying.

Furnaces--Heating--(Cont'd)

LODI PLUMBING & HEATING CO
 119 N Sacramento.....Lodi 8-0871

PAYNEHEAT SALES & SERVICE

PAYNE quality reflects nearly
 40 years' leadership.
 Floor and Duplex Furnaces
 Room Air Conditioners
 Forced Air Wall Heaters
 Forced Air Furnaces
 Exclusive Jetglas Protection



"WHERE TO BUY THEM"

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

RHEEM CENTRAL HEATING EQUIPMENT

RELY ON RHEEM for fully automatic
 warm air heat. Rheem "Fire-Tested"
 furnaces filter and circulate warmth
 to every room.



"WHERE TO BUY THEM"

DEALER

General Sheet Metal Shop
 217 S Stockton-----Lodi 9-5934

**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.

HEATING

AIR CONDITIONING
 Service & Repairs
 For All Makes

Lodi
9-5934

GENERAL SHEET METAL SHOP

217 S. STOCKTON **LODI**

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

Home Furnishers since 1856



OF STOCKTON
Main and American
PHONE HOward 5-5941

Come to Breuner's for the finest furniture, bedding, appliances & floor coverings in the Valley.

Rely on Breuner's for prompt, courteous service.

- Decorating advice without charge
- Free delivery
- Free parking
- Personal shopping service

Furniture Dealers—New

- A-1 UPHOLSTERING CO**
Custom Made Furniture & Drapes
16 W Elm-----Lodi 8-1031
Bashor's 4419 Pacific Stockton-----HOwrd 3-1615
(See Advertisement This Page)
BAUMBACK'S FURNITURE 18 W Oak--Lodi 9-2112
BREUNER'S 607 E Main Stockton... HOwrd 5-5941
(See Advertisement This Page)
BURNHAM BROS
417 E Weber Stockton.....HOwrd 5-5913
DREXEL FURNITURE—
NEWFIELD M & SONS
School & Pine-----Lodi 8-0637

EAGLE FURNITURE CO

APPLIANCES
BABY FURNITURE
BEDDING DRAPES
RUGS NOVELTIES

512 E Weber Av Stktn. HOwrd 6-9039

- Gambles Western Auto Supply Co**
21 W Oak-----Lodi 9-2383
(See Advertisement This Page)
Gilbeau's 106 N Sacramento.....Lodi 9-4516
HEAGARTY FRED FURNITURE
210 W Pine.....Lodi 9-3195
HELLBERG'S FURNITURE 4 W Lodi Av.Lodi 8-0107
Hepper Furniture Co 730 W Lodi Av---Lodi 8-2285
(See Advertisement This Page)
McCullum's Furn Store 47 N Sacto---Lodi 9-6742
NEWFIELD M & SONS School & Pine..Lodi 8-0637
NINETY-NINE FURNITURE
200 N Cherokee Ln.....Lodi 9-9508
(See Advertisement This Page)
SWEET N & SONS
634 E Main Stockton.....HOwrd 4-4887
ULRICH FURNITURE STR
612 S Central Av.....Lodi 9-2815
YEAGER FURNITURE CO
317 N Grant Stockton.....HOwrd 4-9416
Zelver M 20 W Elm-----Lodi 8-1140

Furniture Dealers—Used

- Baumback's Furniture 18 W Oak-----Lodi 9-2112
LODI LIQUIDATORS 110 N School....Lodi 8-0522
McCullum's Furn Store 47 N Sacto.....Lodi 9-6742
Ulrich Furniture Str 612 S Central....Lodi 9-2815

Furniture Repairing & Refinishing

Carl's Cabinet Shop 1201 S Sacramento-Lodi 9-5919

Furniture Upholstering—See Upholsterers

Furs—See Fur Headings

Garage Doors—See Doors Headings

Garage Equipment

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

GAMBLES WESTERN AUTO SUPPLY CO.

Complete Line of
HOME FURNISHINGS & APPLIANCES

CORONADO

TELEVISION - REFRIGERATORS
FREEZERS - WASHERS & DRYERS
RANGES & STOVES

RUGS - CARPETS - LINOLEUM

LODI 9-2383

21 W. OAK



FORREST BAUMBACK - LEO RABUSIN

COMPLETE
HOME FURNISHINGS & APPLIANCES

PHILCO

- TELEVISION
- REFRIGERATORS
- HOME FREEZERS

TAPPAN GAS RANGES

Also Featuring the Famous
SEALY MATTRESSES - SIMMONS MATTRESSES

EASY
TERMS

OPEN
TILL
9 P.M.



200
N. CHEROKEE LN.

LODI 9-9508

HEPPER FURNITURE CO.

FURNITURE - LINOLEUM

SIMMONS MATTRESSES
SAMSON CARD TABLES

— WE MAKE —
WINDOW SHADES

— REPAIR —
VENETIAN BLINDS
CURTAIN RODS

Phone Lodi 8-2285

730 WEST LODI AVENUE

BASHOR'S



MAPLE FURNITURE

CALIFORNIA FURNITURE SHOPS

Sealy Mattresses

Simmons Hide-A-Beds & Beautyrest Mattresses
Norge Time Line - Automatic Washers & Dryers

HOward 3-1615

½ Mi. North of the College of Pacific
4419 PACIFIC STOCKTON

Garages

See also Automobile Repairing

AAA Calif State Auto Assn Emerg Rd Serv
606 E Lockeford-----Lodi 9-3717
Acampo Garage Acampo-----Lodi 9-3368
Al's Garage Lower Sacto Rd.....Lodi 9-6804
B & C Service 15 N Cherokee Ln.....Lodi 9-5724
Blair's Garage 107 N School-----Lodi 8-0168
Ehlers Garage 217 N Sacramento.....Lodi 9-4370
FLOWER W E GARAGE
99 Hwy & Flora.....Lodi 9-9514
Gunsch Bros Body Shop
1541 S Cherokee Ln.....Lodi 9-5423
Lodi Motor Clinic 21 E Elm.....Lodi 9-9874

TED'S SERVICE

**COMPLETE
AUTO - TRUCK - TRACTOR
SERVICE**

REPAIRS ON ALL MAKES

616 S Garfield-----Lodi 9-2604

Victor Garage

Johnnie Schlotthauer Owner
Victor.....Lodi 8-0250
Wright's Garage 214 N Sacramento.....Lodi 8-1139

Garbage Collection

Sanitary City Scavenger Co
115 W Walnut-----Lodi 9-3961

Garbage Disposal Equipment

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

Garden Equipment & Supplies—Renting

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

Gardeners

Irish Lawn & Garden Service
2209 S Hutchins-----Lodi 9-4669
TAKAHASHI JACK 31 N Ham? Ln-----Lodi 9-6296

Garments—See Women's Wearing Apparel Headings

Gas Appliances—Household

Maco Gas Co 633 Victor Rd.....Lodi 9-2731

Gas Burners

SERVICE HEAT & POWER CO

**RAY COMBINATION GAS & OIL
BURNERS
HANEY & GASAMATIC GAS
BURNERS**

Fireye Electronic Flame Failure
AUTOMATIC CONTROLS - DRAFT CONTROLS
Engineers for a Quarter of a Century

815-22d Oakland -----GLncrt 1-2166

Gas-Liquefied Petroleum

GRAY'S
106 W Elm.....Lodi 8-0681
(See Advertisement This Page)

JACKSON BUTANE & APPLIANCE CO
3225 N Wilson Wy Stockton-----H0wrd 3-0889
MACO GAS CO 633 Victor Rd.....Lodi 9-2731
(See Advertisement This Page)

Here's how you may be sure of getting your party more often when you dial.

1. Look up your number in the latest directory.
2. Listen for the steady hummm of the dial tone.
3. Keep your eye on the dial.
4. Wait a minute before you decide your party isn't home.

**BUTANE
&
PROPANE**

**COMPLETE LINE OF
GAS APPLIANCES**

— Installation —
Sales & Service



**METERED DELIVERIES FOR
TANKS RENTED OR SOLD**

FOR FREE ESTIMATES

PHONE

GRAY'S

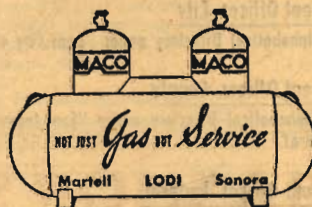
Butane Inc.

LODI 8-0681

106 W. Elm St.

**BUTANE
&
PROPANE**

GAS APPLIANCES



**TANKS & EQUIPMENT
RENTED OR SOLD**

MACO

LODI 9-2731

633 VICTOR RD.

LODI

Gasoline & Oil Marketers & Distrs

General Petroleum Corp Agcy
1432 Reiman.....Lodi 9-9619
Richfield Oil Corp Agency
Lloyd V Patton-Distributor
661 E Lockeford.....Lodi 9-3976
Seaside Oil Co Agcy 534 E Lodi Av.....Lodi 9-2437
If no answer call.....Lodi 9-9049

SHELL OIL CO DISTR

SHELL PETROLEUM PRODUCTS

**Complete Service for
FARM - INDUSTRIAL**

Diesel Fuel - Gasoline &
Complete Line of Fine Lubricants
H. S. KILGORE - Distr.

520 Railroad Av.....Lodi 9-6355

Signal Oil Co Distr.....Thornton 2831
Signal Oil Co Distr 100 N Cherokee Ln...Lodi 8-0634

STANDARD OIL CO OF CALIF

M A Weston-Distributor

666 E Lockeford Rd.....Lodi 9-5141

TOKAY OIL CO 900 S Cherokee Ln.....Lodi 9-5176

Union Oil Co of Calif 234 N Cherokee Ln. Lodi 8-0192

Gasoline Service Stations—See Service Stations

Gears

MARWEDEL C W

1934 Michigan Stockton.....H0wrd 3-0473

Gift Shops

AVENUE FLORIST & GIFT SHOP

504 W Lodi Av.....Lodi 8-0034

CREARY'S DECORATIVE ACCESSORIES

929 S Cherokee Ln.....Lodi 9-9761

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

Debonair Gift Shop 407 W Lodi Av-----Lodi 8-2100

Holly Dept Store 16 N School.....Lodi 8-0856

HOUSE OF GIFTS 23 W Pine.....Lodi 8-1364

Lodi Hardware 27 S School.....Lodi 9-4415

Putnam's 111 W Pine.....Lodi 9-5567

Ginger Ale—See Beverages—Non Alcoholic

Glacé Fruits

See Confectioners Headings; also Fruits & Vegetables Headings

Party-Line Pointers:

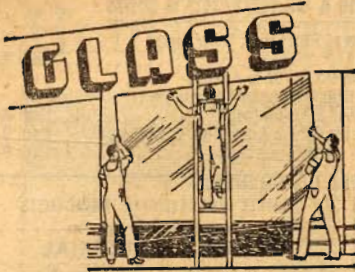
1. Space your calls instead of making a whole series.
2. If yours is an emergency call and the line is in use, explain the circumstances to the person using the line.
3. If you are calling from a dial telephone always make certain the line is clear before you dial.
4. When the children use the telephone,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

**Don't Throw
It Away**

Things around the house you consider useless—may need only minor repairs to make them serviceable. Call a service man near you.

LOOK IN THE

Classified
TELEPHONE SECTION



PHONE

LODI 9-5479

- **AUTO GLASS INSTALLED**
— While You Wait —
- Plate & Window
- Table Tops — Shower Doors
- Store Fronts — Mirrors

Lupton and Jalousies Windows

MIRRORS OUR SPECIALTY

Mantle Mirrors and Full Length Door Mirrors Made to Your Order
RESILVERING OF OLD MIRRORS

"Give Us A Break"

GLASS SERVICE LODI

548 E. WALNUT ST.

LODI

**GEO. HIGHLET
AUTO GLASS**

WE INSTALL GLASS
FOR ALL MAKES OF
CARS AND TRUCKS

WE ALSO CARRY A COMPLETE LINE
OF CURVED WINDSHIELDS AND
E-Z EYE GLASS

126 S. WILSON WAY, STOCKTON

PHONE

HOWARD 4-7639



E-Z-E & SOLEX

CURVED WINDSHIELDS - DOOR CHANNELS
AUTO GLASS INSTALLED WHILE YOU WAIT

Also Safety Sheet & Safety Plate Clear
Window Glass - Table Tops

LODI AUTO WRECKERS

220 SO. CHEROKEE (HWY. 99)

Phone LODI 8-1465

Glass-Auto, Plate, Window, Etc

- ACME AUTO & TRUCK PARTS CO**
324 S Center Stockton.....H0wrđ 6-7021
- ATLAS GLASS CO**
808 E Weber Stockton.....H0wrđ 6-6607
- CARL'S CABINET SHOP**
G L A S S
P L A T E - W I N D O W
C L E A R & C O L O R E D
For
Home - Commercial - Industrial
Building - Table - Desk
"If We Don't Have It, We Will Get It!"
1201 S Sacramento.....Lodi 9-5919

- GLASS SERVICE LODI** 548 E Walnut...Lodi 9-5479
(See Advertisement This Page)
- HIGHLET GEORGE AUTO GLASS CO**
126 S Wilson Wy Stockton.....H0wrđ 4-7639
(See Advertisement This Page)
- LODI AUTO WRECKERS**
220 S Cherokee Ln.....Lodi 8-1465
(See Advertisement This Page)
- Perrin's Body & Tire Shop
124 N Sacramento.....Lodi 9-3907
- SACRAMENTO SHOWER DOOR CO**
4120 Franklin Bl Sacramento.....HUntř 6-7256
- SCHMIERER JACOB AUTO WRECKING**
490 E Kettleman Ln.....Lodi 9-6671

- VALLEY GLASS CO**
We Manufacture Any & All Sizes of Mirrors
M I R R O R S R E S I L V E R E D
G L A S S - P L A T E
S H E E T - T O P S - A U T O M O T I V E
S T E E L & A L U M I N U M S A S H - G L A Z I N G
G L A S S S H O W E R D O O R S
702 S Sn Joaquin Stktn.....H0wrđ 2-1874

- VALLEY LUMBER CO**
See Our Adv for Lumber
200 E Elm.....Lodi 9-5148

Glass-Block, Structural, Etc

- Glass Service Lodi 548 E Walnut.....Lodi 9-5479

Glassware-Retail

- GREBITUS EDW A & SON**
1108 J Sacramento.....GIlbrt 2-9081
Town & Country Shop
Fulton & Marconi Av Sacramento-IVnh0 7-7107
Parrett's 219 S School.....Lodi 8-2186
- VALVANO RESTAURANT SUPPLY**
844 E Weber Stockton.....H0wrđ 2-7642

Golf Courses-Private

- Woodbridge Golf & Country Club
Woodbridge.....Lodi 9-2371

Government Offices-City

See Alphabetical Directory under "Lodi City of"

Government Offices-County

See Alphabetical Directory under "San Joaquin County of"

Government Offices-Federal

See Alphabetical Directory under "U S Government"

Government Offices-State

See Alphabetical Directory under "Calif State of"

Grain Dealers

- Beckman Otto IF 630 N Sacramento....Lodi 9-4083
- Eales-Young Grain Co
304 W Weber Stockton.....H0wrđ 5-5843

Graining-See Painting Contractors

Greeting Cards-Retail

- Curry's Stationery 20 S School.....Lodi 9-2672
- HOUSE OF GIFTS** 23 W Pine.....Lodi 8-1364
- Wright's 105 S School.....Lodi 9-2743

Grocers-Retail

- Acampo Store Acampo.....Lodi 9-9313
- Best-Buy Market
Fresh Meat-Veg-Groc Del-Open Sundays
310 S Central Av.....Lodi 8-0056
- Boese W W 10 E Tokay.....Lodi 9-9553
- Central Market
Fresh Meats-Froz Foods-Veg-Closed Sat
616 S Central Av.....Lodi 8-2125

COOPER'S CORNER GROCERY STR

**QUALITY MEATS & VEGETABLES
FROZEN FOODS**
FULL LINE OF QUALITY GROCERIES
Delivery Service
CHAS. M. COOPER
Corner Highway 99 & Acampo Rd, Acampo
Acampo.....Lodi 9-2557

- D & A Market**
Russell Fromm-Owner
99 Hwy & Collier Rd.....Lodi 9-3403
- E & L Market** 844 S Central.....Lodi 9-5429
- East Side Market Stan's
216 N Cherokee Ln.....Lodi 9-9929
- Eastside Locker Service Victor.....Lodi 8-1931
- EDEN CASH MARKET**
Free Delivery Service
301 Eden.....Lodi 8-1913
- Elm & Central Mart 400 E Elm.....Lodi 8-0818
- Frank's Place
Open Daily 8 A M to 8 P M
Woodbridge Rd.....Lodi 9-9323
- George's Grocery
Hardware-Auto Parts-Gas & Oil
Hours 7 AM To 8 PM
Acampo.....Lodi 9-2550
- Hurych Grocery
Open 6:30 AM To 9:30 PM Daily & Sun
433 N Church.....Lodi 9-5590
- Idlewild Inn Terminus Rd.....Lodi 9-2057
- J & J Market 1030 S Hutchins.....Lodi 8-2044
- Lodi Cash Market 125 N Sacramento...Lodi 9-5953
- Mahins Market Live Oak Rd.....Lodi 9-5072
- Mar-Val Food Stores 1340 S Hutchins---Lodi 8-2167

MISSION CASH STORE
Delivery Service

- 620 S Central Av.....Lodi 9-2325
- NORTHSIDE GROCERY** 728 N Church---Lodi 9-9943
- Oak Cash Market 354 E Oak.....Lodi 9-3172
- Oak Meadow Service
Kettleman Ln & Hwy 88.....Lodi 9-9241

- OKAZAKI CO**
24 S Main.....Lodi 9-6283
- Peirano's Market 119 E Pine.....Lodi 9-2145
- Ruth's Grocery Terminus.....Lodi 8-0380
- Schaeffer & Nies Victor.....Lodi 9-9169
- SELL RITE** 204 W Lodi Av.....Lodi 9-9592
- Star Market 741 S Cherokee Ln.....Lodi 9-4436
- Sunset Market Grocery 1100 W Lodi Av...Lodi 8-1131
- T & E Market 723 Loma Dr.....Lodi 9-3966
- Ted's Cash Grocery 408 E Locust.....Lodi 8-1052
- Tokay Market California & Lockeford...Lodi 9-5139
- United Market Victor.....Lodi 9-5838
- VALLEY MARKET** 112 E Elm.....Lodi 9-2238
- Walter's Grocery & Meat Mkt
360 E Lodi Av.....Lodi 9-3738
- West Side Market 431 W Locust.....Lodi 9-4347
- WOODBRIDGE RED & WHITE STR**
Woodbridge.....Lodi 8-1110

Gunsmiths

- Kessler's Gun Shop
625 N Jesse Av Stockton.....H0wrđ 3-1389

Herbaldashery-See Men's Furnishings Headings

Hair Removing

WHALEY MARY D
REGISTERED ELECTROLOGIST
REGISTERED NURSE
ELECTROLYSIS
THERMOLYSIS
Member Calif. Electrologist Assn.
Room 303
Forum Bldg Sacramento.....Gilbert 2-2881
If no answer call.....Gilbert 3-7461

Hairdressers-See Beauty Shops

Advertise here-if pays.

Halls & Auditoriums

Eagle's Hall 201 N Sacramento.....Lodi 9-9983
 IOOF Hall 6 S Pleasant.....Lodi 9-4504
 IOOF Hall Jefferson Lodge
 Woodbridge.....Lodi 8-0927
 Masonic Hall Woodbridge.....Lodi 9-2993

Hardware-Marine-See Hardware Headings

Hardware-Retail

CALIFORNIA STEEL CO
 1220 Victor Rd.....Lodi 9-6504
GILBEAU'S 106 N Sacramento.....Lodi 9-4516

HAVEN'S HARDWARE
 Complete Line of Hardware
 DUTCH BOY
 &
 SHERWIN-WILLIAMS PAINTS
 We Give S & H Green Stamps
 606 S Central Av.....Lodi 9-6869

HENDERSON BROS CO INC
 21 S Sacramento.....Lodi 9-4672
LODI HARDWARE 27 S School.....Lodi 9-4415
 Madison's 45 S Sacto.....Lodi 9-4481
MILLER'S MILLWORK MART
 730 N California.....Lodi 9-3524
 (See Advertisement This Page)
 Parrett's 213 S School.....Lodi 8-2186

SCHOPP'S PLUMBING & HARDWARE
 CARPENTER TOOLS
 GARDEN TOOLS & SUPPLIES
 INSECTICIDES
 KITCHEN & HOUSEWARES
 GLASSWARE & DINNERWARE
 ELECTRIC APPLIANCES
 SPRED SATIN - GLIDDEN PAINTS
 521 S Central Av.....Lodi 8-2686

STEINER LUMBER CO
 4449-2d Av Sacramento.....Hilcrst 7-6573
 Fair Oaks Bl Carmichael.....IVnho 9-3616
 (See Advertisement This Page)

TURNER HARDWARE CO
 HARDWARE
 HOUSEWARE - TOOLS
 PAINT - SPORTS GOODS
 116 W Pine.....Lodi 8-0601

VICTOR HARDWARE Victor.....Lodi 9-4259

Hardware-Whse & Mfrs

Wilco Sales 383-40th Oakland.....OLympc 2-8522

Hardwoods

Miller's Millwork Mart 730 N California-Lodi 9-3524

Harvesters-See Farm Equipment

Hatcheries-Poultry

BROADWAY HATCHERY
 3444 E Fremont Stockton.....H0wrd 4-0906

Hats-Renovators

Poulos Hat Works Houston Wy.....Lodi 8-1845

Hawaiian Goods-See Gift Shops

Health Food Products-Retail

GRIST MILL N 99 Hwy.....Lodi 9-9258
 Knapps' Health Food & Vitamin Store
 22 N School.....Lodi 9-3154

CORNER CLEANER
 Whisk away dirt in hard-to-reach corners with an old whisk broom trimmed to a V-shaped point.

HARDWARE

-  CABINET HARDWARE
-  FLUSH PULLS
-  FOUNDATION VENTS
-  HINGES
-  LOCKSETS
-  METAL THRESHOLDS
-  METAL MOUNDING
-  MORTISE BOLDS
-  NAILS
-  MAIL BOXES
-  SASH BALANCERS
-  SCREEN DOOR HDWE.
-  SCREEN WIRE
-  SCREWS
-  TRACK & HANGERS
-  WINDOW GLASS
-  WEISER DOOR LOCKS
-  VENTS
-  ELECTRIC DRILLS

PHONE

LODI 9-3524

MILLER'S MILLWORK MART

730 N. CALIFORNIA ST.

Build it & Budget it with Steiner

STEINER Lumber

SACRAMENTO HI 11crest 7-9867 Stockton Blvd. & 2nd. Ave.
 CARMICHAEL IV anhoe 9-3616 Fair Oaks Blvd. & Manzanita

SPECIALIZING IN HOME BUILDERS HARDWARE

- Schlage & KwikSet Lock sets
- Overhead Garage Door Hardware
- Cabinet Hardware
- Aluminum Sash
- Nails
- Misc. Builders Hardware

for Contractors Yard HI 11crest 7-6573

HANDY MAN OF SPECIALIST

You're almost certain to find the person or firm to do the job you want done when you

LOOK IN THE

Classified
TELEPHONE SECTION

Health Food Products-Whse & Mfrs

GRIST MILL N 99 Hwy.....Lodi 9-9258

Health Service

American Cancer Society-S J Co Branch
 142 N California Stockton.....H0wrd 3-7374

Hearing Aids

BELTONE ONE-UNIT HEARING AID

We now have the amazing new Beltone Mono-Pac, one of the world's Smallest Hearing Aids, with the "Magic Silver Circuit" —lighter, far more powerful. Ask for amazing details.



"WHERE TO BUY IT"

Beltone Hearing Service
 421 E Market Stockton.....H0wrd 6-6163

JENKEL-DAVIDSON OPTICAL CO
 645 W Harding Wy Stockton.....H0wrd 4-0902
 238 N Sutter Stockton.....H0wrd 2-3400
 (See Advertisement This Page)

ZENITH HEARING AIDS

New 3-transistor models meet every hearing aid need. Outstanding features, performance, convenience! Low price, small operating cost. 1-Year Warranty, 5-Year Service Plan. By makers of Zenith TV, radios. 10-DAY MONEY-BACK GUARANTEE



"WHERE TO BUY THEM"

CRETES' CAMERA CENTER
 25 S School.....Lodi 9-4821

COLLECTOR'S ITEM

To keep small Christmas ornaments from year to year, save up your empty egg cartons.

Jenkel-Davidson OPTICAL COMPANY

ZENITH HEARING AIDS

NEW TUBELESS 3 TRANSISTOR MODELS FROM **\$75 UP**

SATISFACTION GUARANTEED -10 DAY RETURN PRIVILEGE

STOCKTON
 238 N. Sutter H0ward 2-3400
 645 W. Harding Way H0ward 4-0902

SACRAMENTO
 1021 "K" St. GI lbert 3-4714

Heaters

See also Furnaces-Heating

WESIX AUTOMATIC ELECTRIC HEATING

COMPLETELY
AUTOMATIC
ELECTRIC HEATING
SYSTEMS
FOR HOMES, OFFICES, STORES
OR FACTORIES



"WHERE TO BUY IT"

Wagers Electric Service
Victor Rd -----Lodi 9-2845

Heating Apparatus

See Specific Kinds, i.e., Boiler Headings; Furnace
Headings; Gas Burners; Heaters; Oil Burners; Water
Heaters; Etc

Hogs-See Livestock

Hoisting & Rigging Service

Dalzell Rigging Co
1505-62d EmeryvilleHUMblt 3-2913

Homes

Bechthold's Convalescent & Rest Home
610 S Fairmont Av.....Lodi 8-1374

HAUSER GUEST HOME

STATE LICENSED
AMBULATORY CASES
Attention Given to Special Diets
MRS. ZOETTA HAUSER, R.N.
MRS. RUTH CLARK, P.N.
737 S Hutchins-----Lodi 9-9704
Day or Night call-----Lodi 9-9704

Hose-Rubber

Holz Tire & Rubber Co
1129 S SacramentoLodi 9-4771

PIONEER ALL PURPOSE HOSE-

STOCKTON IRON WORKS
Harrison & Lindsay Stockton...H0wrd 6-7091

Hospitals

Bechthold's Convalescent & Rest Home
610 S Fairmont Av.....Lodi 8-1374

BUCHANAN'S HOSPITAL
Day & Night Service Call
408 E Pine.....Lodi 9-2794

LODI MEMORIAL HOSPITAL
975 S Fairmont Av.....Lodi 9-4701

MASON HOSPITAL 209 N School.....Lodi 9-5161

Hotels

Chlugoku Hotel 22 S Main.....Lodi 8-0071

COSMOPOLITAN CLUB
Dining Rm-Cocktail Lounge In Connection
100 S Main.....Lodi 8-1949

HOME OF THE FLAME TOKAY

LODI HOTEL
COMPLETELY AIR COOLED
COFFEE SHOP - BANQUET ROOM
COCKTAIL LOUNGE

Downtown Location
LODI 8-0654
7 SO. SCHOOL

Hotels-(Cont'd)

Hiroshimaya 20 N Main.....Lodi 9-9813
HOTEL LODI 7 S School.....Lodi 8-0654
(See Advertisement This Page)
HOTEL NOBLE 104 N Sacramento.....Lodi 9-9990
Hotel Royal 209 S Sacramento-----Lodi 9-9854
Imperial Hotel 9 W Oak.....Lodi 9-9843
Miyagima Hotel 4 N Main.....Lodi 9-9923
Noble Hotel 104 N Sacto.....Lodi 9-9990
Okazaki Ted 100 E Oak-----Lodi 9-5886
Palace Hotel 107 1/2 N Sacramento....Lodi 8-2003
Piemonte Hotel 104 E Lodi Av.....Lodi 9-9989
Travelers Hotel 112 N School.....Lodi 9-3893

House Cleaners

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

House Movers

McFadden D Stanley 304 E Tokay-----Lodi 8-2165
Preszler Adam Victor -----Lodi 8-2288
(See Advertisement This Page)

Housing Projects

Lawrence Ranch Homes 407 Murray----Lodi 8-1115

Ice

Rooney John 747 W Louie Av.....Lodi 9-9628
Union Ice Co The 27 E Locust.....Lodi 9-2701

Ice Cream & Frozen Desserts-Dealers

BLEWETT DAIRY
Peek-A-Boo Ice Cream
See Our Adv for Milk & Milk Products
221 S Sacramento.....Lodi 9-3519
Richmaid Ice Cream Co
100 S Cherokee Ln.....Lodi 9-4793

Good party-line neighbors get better
party-line service.

HOUSE MOVING

Buildings Moved & Raised

FREE ESTIMATES

Covering Northern Calif.

Adam Preszler

PHONE
LODI 8-2288

VICTOR, CALIF.

Ice Cream & Frozen Desserts-Mfrs & Distrs

BORDEN'S ICE CREAM CO DISTR
214 W Oak.....Lodi 9-2401
Foster Freeze 301 E Pine.....Lodi 9-4678
Giant Frosty 240 S Hutchins.....Lodi 8-1047

RICHMAID ICE CREAM

IT'S
RICHER



"WHERE TO BUY IT"

WHOLESALE

Richmaid Ice Cream Co
100 S Cherokee Ln-----Lodi 9-4793

Sno-White Co 109 W Pine-----Lodi 8-2756

VAL'S ICE CREAM

DIABETIC ICE CREAM
A Variety of Flavors of Ice Milk
24 Flavors of Ice Cream
FRESH DOUGHNUTS
840 S Central Av-----Lodi 9-9864

Incinerators

PACIFIC INCINERATORS-

MANUFACTURER-WHOLESALE
ALBANY CONCRETE PRODUCTS INC
1840-4th Berkeley.....Berkeley 7-5733

Income Tax Matters

See Accountants-Certified Public; Accountants-Public;
Attorneys; Bookkeeping Service; Tax Return Preparation

Indian Goods-See Gift Shops

Industrial Supplies-See Mill Supplies

Insecticides-Retail

Lockhart Company
3 N Wilson Wy Stockton-----H0wrd 4-1308
River Farm Supply
Fertilizers-Insecticides-Sulphurs-Seeds
We Deliver
-----Walnut Grove 6-2872
Or call.....Lodi 9-3887

SUNLAND INDUSTRIES INC
220 N Eugenia Stockton-----H0wrd 5-5152
Or.....Lodi 9-5926

Insecticides-Whse & Mfrs

Castle A L Inc
Insecticides-Veg Seeds-Pasture Grasses
Clovers & Alfalfas
248 View Mtn View.....Yorkshire 7-5511
Castle A L of Stockton Inc
27 N Wilson Wy Stockton-----H0wrd 3-0576
Lockhart Company
3 N Wilson Wy Stockton-----H0wrd 4-1308
Lodi Agriculture Suppliers Inc
11 E Vine.....Lodi 9-2650
NIAGARA CHEMICAL DIVISION
Channel & Locust Stockton.....H0wrd 6-9041

ORTHO PRODUCTS

"WORLD LEADER
IN SCIENTIFIC PEST CONTROL"
Insecticides, Fungicides and
Weed Killers for Farms, Homes, Etc.
You Get the Best in Pest Control With ORTHO
Quality Products and Fieldman Service.
PRODUCTS OF CALIFORNIA SPRAY-CHEMICAL CORP.
"FOR INFORMATION CALL"



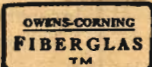
**HUGHES GEO M SULPHUR SPRAY &
FERTILIZER CO**
400 N Sacramento-----Lodi 9-5178

River Farm Supply 520 N Cross.....Lodi 9-3887
SUNLAND INDUSTRIES INC
220 N Eugenia Stockton-----H0wrd 5-5152
Or.....Lodi 9-5926

Insulation Contractors—Home & Building

FIBERGLAS HOME INSULATION

Ageless Glass Wool
Expertly Blown in New or
Existing Homes or Build-
ings for Greater Summer
and Winter Comfort. Pays
for Itself in Fuel Savings.



Will Not Burn, Rot or Settle.

"WHERE TO BUY IT"

APPLICATORS

STOCKTON ROOFING CO

736 N Hunter Stockton..... H0wrd 4-9895
Swift C E Roofing Co
2241 E Miner Stockton..... H0wrd 4-4733

JOHNS-MANVILLE SPINTEX ROCK WOOL HOME INSULATION

For year round comfort, lower fuel bills.
Product of one of the oldest, largest
Insulation manufacturers . . . pioneers
in Home Insulation. Scientifically
"Blown" by expert crews.



"WHERE TO BUY IT"

VALLEY INSULATION CO

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

Schneider Ted 1108 S Sacramento-----Lodi 8-0761
(See Advertisement This Page)

STOCKTON ROOFING CO 660 Roper Av.—Lodi 8-2076
Valley Insulation Co 208 S School-----Lodi 9-3562

Insulation Contractors—Industrial

VALLEY INSULATION CO

Certified
JOHNS-MANVILLE
Spintex Rock Wool
Insulation Contractor

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

Insulation Materials—Cold & Heat

FIBERGLAS INDUSTRIAL INSULATIONS

Efficient, Firesafe, Last-
ing Fiberglas Insula-
tions In Many Flexible
and Rigid Forms For
High and Low Tempera-
ture Applications; Pipes,
Ducts, Tanks, Boilers, Ovens, Refrigeration Units and
Rooms; Easily, Economically Applied.



"WHERE TO BUY IT"

DISTRIBUTOR-CONTRACTOR

**FIBERGLAS ENGINEERING & SUPPLY
DIVISION-OWENS-CORNING FIBERGLAS
CORP 152 L W Oak Stockton—H0wrd 2-6595**

For just a few pennies a day you can
enjoy the step-saving convenience of an
extension telephone in your home.

**TED SCHNEIDER
GENERAL CONTRACTOR**



**DRIVES BACK THE
SUN'S HOT RAYS**
Keeps Your Home Cooler

**ROCK
WOOL
INSULATION**

ESTIMATES

WORK GUARANTEED

LODI 8-0761

If No Answer Call Lodi 9-6892

1108 S. SACRAMENTO
RES. 205 S. CRESCENT AVE.

Insulation Materials—Cold & Heat—(Cont'd)

ZONOLITE BRAND VERMICULITE

Insulating Materials
Light-Weight Aggregates
Home Insulation
Cold Storage Insulation
Stabilized Concrete Aggregate
Plaster Aggregate
Acoustical Plastic
High Temperature Specialties



"WHERE TO BUY IT"

PROCESSING DISTRIBUTOR

California Zonolite Co
208 Jibboom Sacramento..... Gilbert 2-7611

DEALER

VALLEY LUMBER CO

See Our Ady for Lumber
200 E Elm..... Lodi 9-5148

Insurance Agents & Brokers

**AETNA LIFE AFFILIATED COMPANIES
INSURANCE & BONDING—**

CASUALTY, ACCIDENT & BONDS

IRWIN JOHN D 808 W Lodi Av.... Lodi 9-4369

Allstate Insurance Co 340 S. Orange----Lodi 9-5455

BABISH INSURANCE AGENCY

PERSONAL INSURANCE

"That's All"

Automobile — Truck — Fire — Liability
Compensation & Bonds

SERVICE YOU WILL REMEMBER

1216 W Lodi Av..... Lodi 9-2210

CLEAN SWEEP

A vegetable brush is handy for clean-
ing your grater. It gets into crevices,
prevents snagging dish rag.

Insurance Agents & Brokers—(Cont'd)

BAUMBACH C C

ALL FORMS OF INSURANCE

REAL ESTATE — NOTARY PUBLIC

37 S Sacto..... Lodi 9-9576

Berry Don E Insurance Service

222 W Pine..... Lodi 9-5187
(See Advertisement Page 38)

BOWEN T A & SON 214 S School..... Lodi 9-2784

Burnett R T 1134 Turner Rd-----Lodi 9-9637
(See Advertisement Page 38)

Cal Farm Insurance Companies

205 S Sunset Dr-----Lodi 9-3079

CRESCENZIE E J 114A W Locust-----Lodi 9-2236

DOUGHERTY F A & SON 1 S School... Lodi 9-5410

ELSON & LOBAUGH 330 W Lodi Av----Lodi 9-4747

Farmers Insurance Group 222 W Pine---Lodi 9-5187

Farmers' Mutual Fire Insurance Co

347 N Sutter Stockton..... H0wrd 4-8305

FARMERS' MUTUAL FIRE INS CO AGCY

Save Up To 20% On Fire Insurance

114A W Locust..... Lodi 9-2236
(See Advertisement Page 38)

Gleeson James L 4 W Pine-----Lodi 9-4473

(See Advertisement Page 38)

Irwin John D 808 W Lodi Av..... Lodi 9-4369

Knowlton Lester O 403 C..... Galt 4661

Kundert's Insurance Agcy 2 W Pine.... Lodi 9-3501

(See Advertisement This Page)

Larson V R Agcy 4 W Pine..... Lodi 9-4473

LOBAUGH & ELSON 330 W Lodi Av... Lodi 9-4747

Looser H E F & M Bank Bldg..... Lodi 8-1120

McClure Edna F 20 N School-----Lodi 8-2849

(Continued Next Page)

Ads in the Classified Telephone Direc-
tory bring more customers to your busi-
ness. People turn to the Yellow Pages
when they are ready to buy . . . read
about your products and services.

KUNDERT'S INSURANCE AGENCY

ACCIDENT

CASUALTY

POLIO

DON KUNDERT

ED TEMPEL

FOR
COMPLETE INSURANCE SERVICE
PHONE
LODI 9-3501
2 W. PINE

FIRE

JEWELRY & FURS

AUTO

MORTGAGE

HEALTH

BONDS



INSURANCE AT A SAVING

AUTO - TRUCK - FIRE - GLASS - BURGLARY - LIFE
WORKMAN'S COMPENSATION - GENERAL LIABILITY

ALL YOUR INSURANCE NEEDS

- ★ FARMERS INSURANCE EXCHANGE
- ★ TRUCK INSURANCE EXCHANGE
- ★ FIRE INSURANCE EXCHANGE
- ★ MID CENTURY INSURANCE CO.
- ★ FARMERS NEW WORLD LIFE INSURANCE CO.
- ★ FARMERS AMERICAN AUTOMOBILE CLUB

FARMERS INSURANCE GROUP DON E. BERRY

DISTRICT AGENT

PHONE
LODI 9-5187

222 W. PINE

OPPOSITE CITY HALL



FARMERS' MUTUAL FIRE INS. CO.

SEQUOIA INS. CO.

Fire & Allied Lines

AUTO - CASUALTY - PLATE GLASS
THEFT

SAVINGS UP TO 20%

Estimates Gladly

JIM CRESCENZI

LODI AGENT

PHONE
LODI 9-2236

114-A WEST LOCUST

R. T. "BUCK" BURNETT

"Insure Today - Be Sure Tomorrow"

GENERAL INSURANCE

- Auto
- General Liability
- Burglary
- Compensation
- Fire Insurance of All Kinds



LODI 9-9637

P. O. BOX 516
1134 TURNER RD.

WOODBRIDGE
LODI

INSURANCE

ALL FORMS
Business - Personal

James L. Gleeson

Insurance Broker

LODI 9-4473

4 W. PINE

Insurance Agents & Brokers-(Cont'd)

McGRANNAHAN HARRY J

HARDWARE MUTUAL

Insurance Company of Minnesota
Automobile - Fire - General Liability
Group Health & Accident
Workmen's Comp.

Post Office Box 187
660 N. Tuxedo Stktn. H0wrd 3-4506

McKENNA JIM REALTY

Fire - Theft - Liability - Compensation
Burglary - Automobile
Fidelity & Casualty Company of New York
New Hampshire Fire Insurance Company
Continental

"A FRIENDLY PLACE TO DEAL"
529 W Lodi Av. Lodi 9-9589
After 6 PM Sundays-holidays
call Lodi 9-2583

MEESKE W F

ALL FORMS OF INSURANCE
Specializing
In
FIRE INSURANCE

15 S Sacramento. Lodi 9-9424
If no answer call. Lodi 8-1575

METROPOLITAN LIFE INS CO

512 Falls Av. Lodi 9-9025
MILLER A HOMER 9 S Sacramento. ... Lodi 9-6638
MONTGOMERY J S CO 15 W Elm. Lodi 9-4784
If no answer call. Lodi 9-6662
NEWMAN JIM INS 529 W Lodi Av. Lodi 8-2518
If no answer call. Lodi 9-6052
REEVES CO F & M Bank Bldg. Lodi 8-0753

RINN L H

DEPENDABLE
INSURANCE SERVICE
SERVING LODI SINCE 1913

Pine & Sacramento. Lodi 8-0839
If no answer call. Lodi 9-2228

Rostomily O W 110 W Elm. Lodi 9-5791
Shank Ira C 222 W Pine. Lodi 9-5187

SHANK IRA C

INSURANCE SERVICE
Fire - Auto - Liability
Burglary - Compensation

214 S School. Lodi 9-6388
If no answer call. Lodi 9-4675

STATE FARM INSURANCE

Famous careful-driver auto Insurance
at rock-bottom rates. We insure more
cars than any other company.

Fast, fair claim service. 7000 agents
in U. S. and Canada.

Also life and fire insurance; residence liability.



"FOR INFORMATION CALL"

AGENTS

GARABEDIAN RALPH 10 N Church. Lodi 9-6918
STOWELL KENNETH E
725 S Cherokee Ln. Lodi 8-1823
If no answer call. Lodi 8-2823

(Continued Next Page)

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.

Insurance Agents & Brokers—(Cont'd)

State Farm Ins Cos 10 N Church.....Lodi 9-6918
 State Farm Insurance Co
 725 S Cherokee Ln-----Lodi 8-1823
STEMLER BILL
 Agent For Calif-Western States Life
 310 W Lodi AvLodi 9-3506
WILSON DALE 118 W Walnut-----Lodi 8-0679
WITTMER DON

ALL FORMS OF
 INSURANCE & BONDS

308 W Lodi Av.....Lodi 9-5158

Insurance Companies & General Agencies

Berry Don E Insurance Service
 222 W Pine-----Lodi 9-5187
 Farmers Insurance Group 222 W Pine---Lodi 9-5187
FARMERS' MUTUAL FIRE INS CO AGCY
 Save Up To 20% On Fire Insurance
 114A W Locust.....Lodi 9-2236

FRANKLIN INSURANCE AGENCY

Complete Line of
ACCIDENT & SICKNESS COVERAGE
HOSPITAL - SURGICAL - POLIO
 On Individual - Family or Group Basis
LIFE - MORTGAGE - COLLEGE
PENSIONS - RETIREMENT ANNUITIES
PARTNERSHIP & BUSINESS INSURANCE
 816 S Church-----Lodi 9-3866

Metropolitan Life Ins Co 512 Falls Av---Lodi 9-9025
NEW ENGLAND MUTUAL LIFE INS CO
 232 N Sutter Stockton-----H0wrđ 5-7627
REEVES CO F & M Bank Bldg.....Lodi 8-0753
STATE COMPENSATION INSURANCE FUND
 Bank of America Bldg Stockton----H0wrđ 6-9529

Insurance Consultants

Burnett RT 1134 Turner Rd.....Lodi 9-9637

Interior Decorators

ROMAN & SUTTLES
 1344 N El Dorado Stockton.....H0wrđ 3-5434
YEAGER FURNITURE CO
 317 N Grant Stockton.....H0wrđ 4-9416

Investments

DEAN WITTER-INVESTMENT SERVICE--
DEAN WITTER & CO
 16 N Sn Joaquin Stockton----H0wrđ 4-7661
 From telephones served by the
 following exchange
 Lodi
 (No Inter-City Charge)
 Ask Operator for-----ENTprise 1-0515

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

Investments-Real Estate-See Real Estate

Iron

CALIFORNIA JUNK CO
 USED IRON
 TO FIT YOUR NEEDS
 Over 1000 Misc. Items to Be
 Used on a Ranch
 Most Sizes of Good Used Pipe
 710 N Sacramento.....Lodi 8-0705

KYLE & COMPANY
 348 N Harrison Stockton.....H0wrđ 4-8741

CAKE KEEPER

A slice of fresh bread fastened with
 toothpicks will help keep a cut cake
 from getting stale.

Iron Ornamental Work

Lodi Tent & Awning Co 111 W Pine....Lodi 9-5567
VALLEY INSULATION CO
 208 S School-----Lodi 9-3562
 (See Advertisement This Page)
VALLEY ORNAMENTAL IRON WORKS
 510 N San Jose Stockton.....H0wrđ 3-1383

Iron-Scrap-See also Scrap Metals; also Junk Dealers

Irrigation Systems & Equipment

Ace Pump Works
 N 99 Hwy & Mokelumne River-----Lodi 9-4401
MUMBERT CONCRETE PIPE CO
 Concrete Pipe-Septic Tanks & Silos
 424 S Main-----Lodi 9-5660

SPIEKERMAN ED CONCRETE PIPE CO
CONCRETE PIPE FOR
 Irrigation, Drainage, Sewer & Culvert
 Cattle Mangers - Water Troughs - Silos
 Septic Tanks - Aluminum Sprinklers
 Irrigation Systems Engineered & Installed
 412 S Sacramento.....Lodi 9-3596

Woodbridge Irrigation District
 Woodbridge.....Lodi 9-6808

Jacks

Freitas Supply & Equip Rental
 625 N Sacto-----Lodi 9-9670
Magneto Supply Co
 Harvey M Stull
 All Makes of Jacks Repaired
 242 N Wilson Wy Stockton....H0wrđ 2-8368

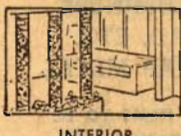
AT YOUR FINGERTIPS

To keep screws, nails, etc., handy and
 in view, attach the lids of glass jars to
 a rafter or shelf over your workbench.
 Screw jars in place.

PRE-KUT[®] Ornamental Iron



COLUMNS:
 BALCONIES - PORCHES



RAILINGS:
 STAIRS - STOOPS
 TERRACES



BRACKETS:
 SIGNS - MAIL BOXES



- SO DECORATIVE
- SO PRACTICAL
- SO EASY TO OWN
- PRICED TO BRING IT WITHIN REACH OF YOUR BUDGET
- F.H.A. TERMS

LODI 9-3562

Valley

INSULATION COMPANY

208 S. SCHOOL LODI

Janitors' Supplies

KEENE-RIESE SUPPLY CO
 DISTRIBUTORS OF JOHNSON WAXES
 DEALERS IN JANITORS SUPPLIES
 Disinfectants - Sweeping Compounds
 Brushes - Industrial Vacuum Cleaners
 Service Station Supplies
MAIL ORDERS IMMEDIATELY FILLED
 NO FREIGHT CHARGES
 430-9th Oaklnd-----GLncrt 1-8011

Jellies-Whse-See Canners

Jewelers-Mfrs

GREBITUS EDW A & SON
 1108 J Sacramento-----Gilbrt 2-9081
 Town & Country Shop
 Fulton & Marconi Av Sacramento-IVnho 7-7107

Jewelers-Retail

BACKMAN'S JEWELRY
DIAMONDS - WATCHES
 GIFTS
 JEWELRY - WATCHES
 REPAIRED
 All Work Guaranteed
 9 N School.....Lodi 9-5757

BITTERMAN'S JEWELRY
WATCH REPAIRING
 All Work Done on Premises
 KEEP-SAKE DIAMONDS
 NAME BRAND WATCHES
 SILVERWARE - GIFT ITEMS
 Diamonds Remounted & Special Order Work
 13 W Pine.....Lodi 9-4593

DEE'S JEWELERS 110 W Pine.....Lodi 9-4550
GREBITUS EDW A & SON
 1108 J Sacramento-----Gilbrt 2-9081
 Town & Country Shop
 Fulton & Marconi Av Sacramento-IVnho 7-7107

GUPTILL'S JEWELRY STORE
 Watch & Clock Repairing
 Jewelry & Lighter Repairing
 Diamond Setting
 Engraving
 22 S School.....Lodi 8-0559

Kroll's Jewelry 5 N Sacto-----Lodi 9-6361
 (See Advertisement This Page)
LABES JACK JEWELER 23 S School...Lodi 9-5475
 Standa R A 25 W Elm.....Lodi 9-3839

A TIP ON TIPS

When shoelace tips come off, replace
 ends with cellophane tape—or dip ends
 into hot paraffin and twist.

KROLL'S Jewelry



COMPLETE LINE OF
 JEWELRY - DIAMONDS
 SILVERWARE - GIFTS - WATCHES
 ELGIN - BULOVA - HAMILTON
 Kroll's Expert Watch Repairing
 Fully Guaranteed For One Year

LODI 9-6361

5 N. SACRAMENTO