

**Real Estate—(Cont'd)**

**SCHOPP REAL ESTATE CO**

**REALTORS**

Dairies — Ranches — Homes  
Business Opportunities  
Income Properties

609 S Central Av. . . . . Lodi 9-6912

Sprague Realty Woodbridge Rd. . . . . Lodi 9-4247  
Storro John 115 W Oak . . . . . Lodi 8-2318  
(See Advertisement Page 59)

**STROUT REALTY CO**

615 S Cherokee Ln. . . . . Lodi 9-6514  
Tokay Realty 20 N School . . . . . Lodi 8-0666  
(See Advertisement Page 59)

**VAL-E-REALTY**

Day or Night call  
118 W Walnut . . . . . Lodi 8-0679  
Val-E-Realty Hwy 99 Branch Office  
Coopers Corner . . . . . Lodi 8-2034

**WILSON DALE**

Day or Night call  
118 W Walnut . . . . . Lodi 8-0679  
Wittmayer R E Realty 306 E Pine . . . . . Lodi 9-9503

**Real Estate Loans**

**Beckman Millard W**

See Our Ad Under Loans  
119 W Oak . . . . . Lodi 9-3618

**INVESTORS MORTGAGE CO**

F & M Bank Bldg . . . . . Lodi 8-2282  
Wittmayer John Loans 306 E Pine . . . . . Lodi 9-3031

**Recording Instruments—Industrial**

**Standard Instrument Service Co**

2065 Cherokee Ln Stockton . . . . . H0wrd 5-9790

Our free Architects and Builders Service will be glad to advise you about concealed telephone wiring and convenient telephone outlets.

**Reducing Methods**

**LOCKWOOD HAROLD D**

SHEILA ANN  
LOCKWOOD SLENDERIZING SYSTEM  
Weight Control With  
THERMO CABINET  
STAUFFER TABLES  
CORRECTIVE DIET  
Call for Free Demonstration

722 W Lodi Av. . . . . Lodi 8-2004

**STAUFFER SYSTEM**

**REDUCE MEASUREMENTS  
WITHOUT FATIGUE**

Designed to Relax the Nerves, Increase  
Circulation — Aid Elimination, Tone the  
Muscles and Firm Body Tissue  
Call Mina Hogan for Free Demonstration

2013 Pacific Av Stktn. . . . . H0wrd 6-8219

**Refrigeration Equipment—Commercial**

**HUSSMANN REFRIGERATORS  
& REFRIGERATION**

Complete Line of Self-  
Service & Service Refrig-  
erated Display Equipment **HUSSMANN**  
For All Applications.

Careful Planning - Proper  
Engineering By Experience-Proven  
Market Merchandising Specialists - No Obligation.

**"WHERE TO BUY IT"**

**EXCLUSIVE DISTRIBUTOR**

**RAY WINTHER CO**

1245 Folsom S F. . . . . UNdrhl 1-7121

**SALES & SERVICE REPRESENTATIVE**

**I C REFRIGERATION SERVICE INC**

1200 S 99 Hwy. . . . . Modesto 2-1065

The instruction pages of the telephone directory are of real help, telling how to make the best use of the dial telephone.

**Refrigeration Equipment—Commercial—(Cont'd)**

**RICHMAID ICE CREAM CO**

Henry Hansen — Owner  
**COMMERCIAL REFRIGERATION  
SALES & SERVICE**

Food Stores — Meat Markets  
Delicatessen — Restaurants

100 S Cherokee Ln. . . . . Lodi 9-4793

**YORK REFRIGERATING EQUIPMENT**

Commercial, Industrial and Ice Making  
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

**Refrigeration Equipment—Commercial, Servicing**

**BIBBY REFRIGERATION SERVICE**

901 S Cherokee Ln. . . . . Lodi 8-1042

**ELECTRIC EQUIPMENT CO**

8 W Pine . . . . . Lodi 9-3727

**Thompson Refrigeration Service**

115 E Lodi Av. . . . . Lodi 9-4493  
(See Advertisement This Page)

**VALLEY REFRIGERATION & AIR CONDITIONING  
CO**

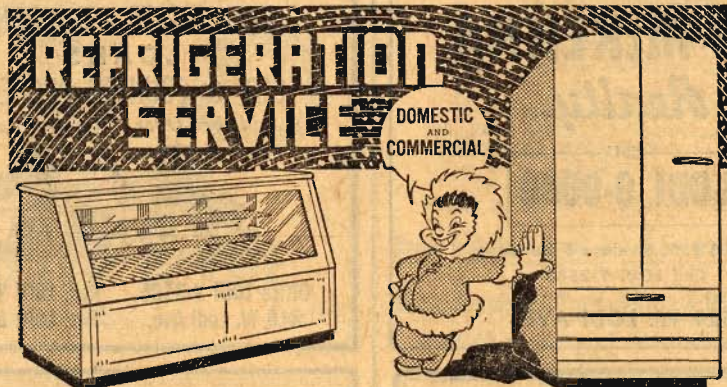
121 E Lindsay Stockton . . . . H0wrd 6-6838

Night Service call Stockton . . . . H0wrd 6-6501

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

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

**THOMPSON**



**Sales & Service**

**ALL OUR WORK GUARANTEED**

Authorized Dealer For

★ **Gibson**  
★ **NORGE**  
**REFRIGERATORS & FREEZERS**

Expert Repair Service  
On All Makes

Pick-Up & Delivery  
24-Hour Service

115 E. LODI AVE.

**LODI 9-4493**

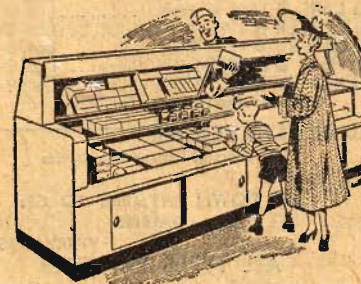
LODI

*Dick Wagers*  
**REFRIGERATION**  
Commercial Refrigeration  
&  
Air Conditioning Service

Phone

**Lodi 9-2845**

Sales & Service  
Guaranteed



Located 1/2 Mile East of East Side Winery on  
**VICTOR ROAD, LODI**



**Refrigeration Equipment—Parts & Supplies, Whse**

Refrigerating & Power Specialties Co  
1258 N Union Stockton.....H0wrd 4-4683

**Refrigerators—Domestic**

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

**FRIGIDAIRE ELECTRIC REFRIGERATORS—**

GRAY'S 106 W Elm-----Lodi 8-0681

**INTERNATIONAL HARVESTER REFRIGERATORS AND FREEZERS**

See the "Yemineered" Refrigerators, and I.H. Home Freezers, in sizes and models to fit all families, kitchens, budgets. More features—more value—5-yr. warranty on "Tight-Wad" Refrigeration unit.



"WHERE TO BUY THEM"

GRACO 126 S Main.....Lodi 9-4716  
Maytag Sales & Service 7 W Elm...Lodi 9-2872

**PHILCO REFRIGERATOR SALES AND SERVICE—**

DEALER

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

**SCHOPP'S PLUMBING & HARDWARE**

**SALES & SERVICE**

Featuring  
ADMIRAL REFRIGERATOR  
RANGES — FREEZERS — WASHERS  
IRONERS — DRYERS — T V  
SUNBEAM APPLIANCES — PAINT

521 S Central Av-----Lodi 8-2686

**Refrigerators—Domestic, Servicing**

**ELECTRIC EQUIPMENT CO**

8 W Pine .....Lodi 9-3727

**Thompson Refrigeration Service**

115 E Lodi Av.....Lodi 9-4493

**Resorts**

**New Hope Landing**

Boats & Cabins For Rent  
On The Famous Mokelumne River  
Walnut Grove Rd.....Thornton 2792

**Restaurant Equipment & Supplies**

Lodi Specialty Co 911 S Lee Av-----Lodi 8-1123

**NIEMANN'S HOTEL SUPPLY**

17 S Aurora Stockton-----H0wrd 6-9659

**VALVANO RESTAURANT SUPPLY**

844 E Weber Stockton-----H0wrd 2-7642

**Restaurants**

A & A Truck Stop 99 Hwy .....Lodi 9-3323

Airport Cafe N Cherokee Ln.....Lodi 9-6476

AI's Truck Stop N Cherokee Ln.....Lodi 9-9032

CHICKEN DINER 1541 S Cherokee Ln--Lodi 8-2855

(See Advertisement Page 62)

**CHICKEN KITCHEN**

Chicken On A Bun-Chicken Dinners

N 99 Hwy Stockton.....H0wrd 4-0812

(See Advertisement This Page)

**CHINESE KITCHEN**

**AUTHENTIC CHINESE FOOD  
TO BE SERVED AT HOME**

DELIVERY SERVICE AFTER 4 P.M.

Open 11 A.M. to 9 P.M.

Sun. Till 8 P.M. Closed Tues.

Tokay Shopping Center

312 N Calif-----Lodi 8-2367

COSMOPOLITAN CLUB 100 S Main...Lodi 8-1949

(See Advertisement Page 62)

CROCE'S CAFE 1800 S Cherokee Ln...Lodi 9-9885

(See Advertisement This Page)

DEL MONTE CLUB 121 N Cherokee Ln...Lodi 9-6294

(See Advertisement Page 62)

**EL CHARRO DINING ROOM**

910 S 99 Hwy.....Lodi 9-9930

(See Advertisement This Page)

EL PATIO 222 W Lockeford.....Lodi 9-9967

(See Advertisement Page 62)

(Continued Next Page)

**El Charro  
Dining and Luncheon  
Room**



"Famous For Fine Foods & Cocktails"

**CHARCOAL BROILER**

BANQUET ROOMS AVAILABLE

For Large or Small Parties

STEAKS • CHICKEN • SEA FOOD

**Lodi 9-9930**

910 S. 99 Hwy.

Lodi 9-9930

**Piemonte Hotel  
RESTAURANT**



FINE  
FOODS

COCKTAILS  
LIQUORS

**ITALIAN DINNERS**

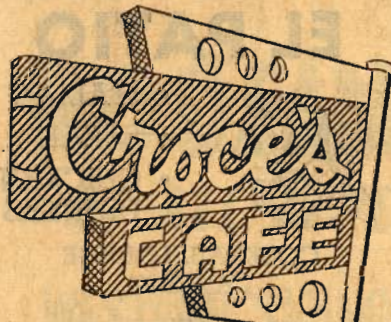
LUNCH & DINNER  
FAMILY STYLE

Restaurant Open 5 P.M. to 9 P.M. Daily

We Cater to Banquets & Parties

**Lodi 9-9989**

We Have a Shuffle Board  
104 E. Lodi Ave.



**ITALIAN AND FRENCH FOOD**

SERVED EVERY DAY  
EXCEPT TUESDAY

COCKTAIL LOUNGE  
AVAILABLE FOR  
BANQUETS and PARTIES

"Where Culinary Art Exists"

CROCE  
&  
MARY

**LODI 9-9885**

1800 S. CHEROKEE LANE  
1 MILE SOUTH OF LODI



**CHICKEN KITCHEN**

Trade Mark Registered.

**65<sup>c</sup>**

"ORIGINAL"

CHICKEN ON A BUN

CHICKEN DINNER \$1.40

TO GO \$1.25

CHICKEN LUNCH 90c

TO GO 75c

(Prices Subject to Change)

PHONE

**H0ward 4-0812**

Hours 11 A.M. to 12 P.M.

NORTH 99 HIGHWAY BETWEEN  
STOCKTON & LODI

"Best Chicken in the Country"

5 MINUTE SERVICE

BANQUET ROOM FOR 50 PEOPLE



# CHICKEN DINER

**65¢**

## CHICKEN BASKET

FAMOUS FOR FRIED CHICKEN

*"Come As You Are"*

CHICKEN TO TAKE OUT



**LODI 8-2855**

1541 S. CHEROKEE LANE



# KING YIN CAFE

Good Chinese Food  
Chowmein - Noodles

ORDERS TO TAKE OUT  
1/4 of a Century in Lodi

AIR CONDITIONED

*Closed Mondays*

JOE YIP, Mgr.

10 S. Main

Lodi 9-4448

## Stop at the LOG CABIN

JAKE HEINLE, Prop.



For FINE FOOD  
STEAKS - CHICKEN

Complete Dinners - Short Orders  
BANQUET ROOMS

**LODI 9-9849**

99 HWY. IN LODI

224 N. CHEROKEE LANE

## Del Monte Club



TRY OUR RANGE STYLE DINNERS

OPEN DAILY 5 P.M. TO 10 P.M.  
SUNDAYS 3 P.M. TO 10 P.M.

COCKTAILS & LIQUORS

Ed. Burgess - Jack Sample

121 N. CHEROKEE LANE

Phone Lodi 9-6294

## EL PATIO



- ITALIAN
- STEAK
- CHICKEN DINNERS

COCKTAIL LOUNGE  
DANCING

CALL

**LODI 9-9967**

222 W. LOCKEFORD

## COSMOPOLITAN CLUB

*Italian Foods*

FAMILY STYLE

Served in a  
Friendly Atmosphere

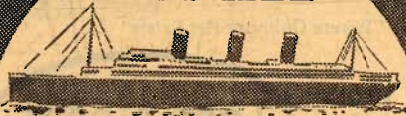


CHOICE WINES, LIQUORS & COCKTAILS

Phone Lodi 8-1949

100 S. MAIN

## DAVE'S SPOT CLUB



DINE DANCE COCKTAILS

EVENING ENTERTAINMENT  
SYRIAN & AMERICAN FOODS

**LODI 9-9880**

218 N. CHEROKEE LANE  
Plenty Parking - Back Entrance

LODI, CALIF.

## Restaurants-(Cont'd)

El Resbalon Cafe  
We Specialize in Spanish Food  
110 N Sacramento-----Lodi 8-0081

### EL TOPAZ

Cater To Banquets & Special Occasions  
215 N Cherokee Ln.....Lodi 9-3276  
Harry's Drive In 210 S Sacto-----Lodi 9-2375  
Helwig's Fountain 515 W Lodi Av.....Lodi 9-9762

(See Advertisement This Page)

Hollywood Cafe 315 S Cherokee Ln-----Lodi 9-4065

HOTEL LODI 7 S School.....Lodi 8-0654

House of Fowls 3 W Kettleman Ln-----Lodi 9-6960

Jackie's Tamale Shop 107 N Sacramento-Lodi 9-5872

Jenner's Rendezvous 19 W Elm.....Lodi 9-9462

Jerry's Cafe 23 N Sacto.....Lodi 9-3923

KING YIN CAFE 10 S Main.....Lodi 9-4448

(See Advertisement This Page)

### Kit's Snack Bar

Home Cooked Meals-7:30 to 5:00  
115 W Pine-----Lodi 9-4653

### L & L CAFE

Restaurant & Bar Service  
442 S Main.....Lodi 9-9937  
Lakeview Drive-In

We Specialize in Spanish & German Food  
1210 Turner Rd-----Lodi 8-2171

Liberty Cafe 114 N Sacramento.....Lodi 9-9825

### LODI TAMALE & RAVIOLI FACTORY

43 N Sacramento.....Lodi 8-1097

Lodi Theater Grill 17 S School-----Lodi 9-9837

Log Cabin 224 N Cherokee Ln.....Lodi 9-9849

(See Advertisement This Page)

New Shanghai 101 E Pine.....Lodi 9-5961

### NEW YORK RESTAURANT

23 N Cherokee Ln.....Lodi 9-6692

New York Restaurant 23 N Cherokee Ln..Lodi 9-9955

### OTTO'S DRIVE-IN

#### CHICKEN A SPECIALTY

Maid-Rite Sandwiches

Home Made Pies

Orders to Take Out

508 E Lodi Av.....Lodi 9-6883

Palace Cafe 21 W Pine-----Lodi 9-2883

### PIEMONTE HOTEL

#### ITALIAN DINNERS

LUNCH & DINNER

FAMILY STYLE

We Cater to Banquets & Parties

104 E Lodi Av.....Lodi 9-9989

Piemonte Hotel 104 E Lodi Av-----Lodi 9-9989

(See Advertisement Page 61)

Ralph's Coffee Shop 117 W Oak.....Lodi 9-5602

(Continued Next Page)

Planning to build? Don't forget to select in advance convenient locations for telephone outlets and have them marked on your plans. And be sure that plans specify telephone conduit to be built in during construction.

## HELWIG'S FOUNTAIN



Specializing  
in  
FRENCH FRIED  
CHICKEN

COMPLETE  
DINNERS SERVED  
& Also Orders  
to Take Out

TRY OUR DELICIOUS HOMEMADE  
ICE CREAM - IT'S A TREAT  
Open Daily 7 A.M. to 12 Midnight  
Sat. 7 A.M. to 3 A.M.

**LODI 9-9762**

515 W. LODI AVE.



**Restaurants—(Cont'd)**

**RICHMAID ICE CREAM CO**

BANQUET ROOM  
CATERING SERVICE  
For Large or Small Parties  
FOUNTAIN & COFFEE SHOP

100 S Cherokee Ln.....Lodi 9-4793

Rodeo Inn Thorton Rd .....Lodi 9-2594

**RUSH INN**

BREAKFAST — LUNCH — DINNER  
Specialty  
STEAKS & CHICKEN  
Open Until Midnite — Beer Served  
Dick Betts — Owner

South of Lodi on-  
S 99 Hwy.....Lodi 9-2522

Samara's Cafe 121 N Sacramento-----Lodi 9-9895

**SPOT CLUB** 218 N Cherokee Ln.....Lodi 9-9880  
(See Advertisement Page 62)

Star Grill Cafe 29 N Sacramento.....Lodi 9-6620

**VICTOR CAFE** Victor .....Lodi 9-3009

Wistaria Cottage Tea Room  
211 S Hutchins.....Lodi 9-4019

Woodbridge Coffee Shop  
Woodbridge .....Lodi 8-1414

**Retinng—See Tinning**

**Reweaving**

Hill's Reweaving Serv  
Elks Bldg Stockton.....H0wrd 3-1576

**Road Oiling**

**MOORE W F & SON**  
230 N Orange.....Lodi 9-4617  
Yard N 99 Hwy.....Lodi 8-1876

**WOOD CLAUDE C CO** 686 E Lockeford.Lodi 9-5183

**Roof Trusses**

**TIMBER STRUCTURES—**

DISTRIBUTOR

TIMBER STRUCTURES INC OF NORTHERN  
CALIF 1331 T Sacramento-----Glibrt 3-0063

**Roofers**

**SEEFRIED OTTO** 31 S Sunset.....Lodi 9-6250

(See Advertisement This Page)

**STOCKTON ROOFING CO** 660 Roper Av-Lodi 8-2076

(See Advertisement This Page)

Swift C E Roofing Co  
2241 E Miner Stockton-----H0wrd 4-4733

**WESTERN SIDING & ROOFING CO**  
331 E Elm.....Lodi 8-1464

(See Advertisement This Page)

Check the Yellow Pages for WHO  
sells WHAT.

# ROOFING

- SHINGLES
- TILE
- ASBESTOS
- TAR and GRAVEL



## OTTO SEEFRIED

Free Estimates

31 S. Sunset Dr.

Lodi



**LODI**  
**9-6250**

# ROOFING

**OF ALL TYPES**



## WESTERN SIDING & ROOFING CO.

JOE EDINGER - Owner

- ★ Composition Shingles
- ★ Tile
- ★ Tar & Gravel
- ★ Asbestos Siding & Roofing

*Expert Repair Service*

FREE ESTIMATES

**LODI 8-1464**

331 E. ELM

LODI

# ROOFING

10-15 & 20 Year  
BONDED ROOFS  
TAR & GRAVEL ROOFS  
COMPOSITION SHINGLES  
RIGID ASBESTOS ROOFS  
BLOWN INSULATION

CALL

FREE  
ROOF INSPECTION  
& ESTIMATES

**LODI**  
**8-2076**

**STOCKTON ROOFING CO.**

"Since 1912"

CALL HARRY CHRISTENSEN  
660 ROPER AVE.

LODI



# RUG★ CLEANING

**UPHOLSTERY CLEANING  
MOTH PROOFING**

- ✓ WALL TO WALL  
CARPET CLEANING
- ✓ FURNITURE CLEANING
- ✓ AUTO UPHOLSTERY  
CLEANING

Free Estimates

- PICK-UP & DELIVERY
- REASONABLE PRICES

PHONE  
**LODI 9-2694**

## R & J CLEANERS

218 W. Pine Lodi

# RUG CLEANING

FOR PICK-UP &  
DELIVERY

Phone  
**LODI 9-3238**

If No Answer Call  
LODI 8-1007

We Specialize In  
RESTORING COLOR — DEMOTHING  
CUTTING - BINDING - SIZING

New Modern Equipment for on Location Cleaning

## LANGLOIS & MEIER

1219 S. SACRAMENTO Lodi

## K & E



**CARPETS**

NYLON CARPET A SPECIALTY

Stockton's Only Exclusive Carpet Specialty Store  
CARPET SPECIALISTS

Mill Agents for Leading Brands  
Free Estimates - Budget Terms

Howard 3-8412

1/2 Mi. North of the College of Pacific  
4419 PACIFIC AVE. STOCKTON

### Roofing Materials

- CALIFORNIA STEEL CO**  
1220 Victor Rd.-----Lodi 9-6504
- HOME BUILDERS SUPPLY CO**  
251 N Cherokee Ln. ....Lodi 9-5131
- VALLEY LUMBER CO**  
See Our Adv for Lumber  
200 E Elm. ....Lodi 9-5148

### Rooming Houses

- HIROSHIMAYA**  
Room & Board-Coffee Shop  
20 N Main .....Lodi 9-9813

### Rope-Wire-See Wire Rope

### Rubber Products

- DELTA RUBBER & EQUIP CO**  
530 N Union Stockton .....H0wrđ 6-8013
- HOLZ TIRE & RUBBER CO**  
Manufacturers & Distributors of  
Industrial Rubber Goods & Supplies  
1129 S Sacramento .....Lodi 9-4771
- PIONEER RUBBER PRODUCTS—  
STOCKTON IRON WORKS**  
Harrison & Lindsay Stockton...H0wrđ 6-7091

### Rubber Stamps

- A B C Manufacturers**  
Made Daily-Mailed Daily  
461 Bush S F. ....EXbrk 2-6177
- Markey John E**  
411 W Fremont Stockton-----H0wrđ 6-8997
- Tolliver Printing Co** 27 S Sacramento...Lodi 9-4745

### Rubbish Hauling

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

### Rug & Carpet Cleaners

- LANGLOIS & MEIER**  
1219 S Sacramento .....Lodi 9-3238  
(See Advertisement This Page)
- R & J Cleaners** 218 W Pine. ....Lodi 9-2694  
(See Advertisement This Page)

### ROY & DAVE CLEANERS

RUG & UPHOLSTERY CLEANING  
USING THE FAMOUS BIGELOW  
RUG METHOD OF CLEANING  
Wall-to-Wall Carpet Our Specialty  
FOR FREE ESTIMATES  
CALL ROY A. EASTERLY

209 Watson .....Lodi 9-4046

### Rugs & Carpets-Retail

- K & E Carpet**  
4419 Pacific Av Stockton-----H0wrđ 3-8412  
(See Advertisement This Page)

### Sales Books

- SUNSET-McKEE BUSINESS FORMS**  
510 E Channel Stockton.....H0wrđ 6-8265
- Wright's** 105 S School.....Lodi 9-2743

### Salvage Merchandise

- JOHNS & POHLE SURPLUS SUPPLIES**  
N Cherokee Ln. ....Lodi 9-3778

### Sand & Gravel

- WOOD CLAUDE C CO**
- Sand - Gravel - Road Rock  
Concrete Aggregates - Loam  
Crushed Rock  
Grading - Paving - Road Oils  
Ready Mix Concrete
- 686 E Lockeford.....Lodi 9-5183
- Clements Plant .....Clements 72

### Sandwich Shops-See Restaurants

### Sanitariums

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

### Sash-Metal-See Windows-Metal

### Sausage Companies

- VICTOR BRAND—  
GOEHRING MEAT & PROVISION CO**  
Victor .....Lodi 9-2916

### Saw Mill Equipment & Supplies

- MARWEDEL C W**  
Disston Circular Band & Hand Saws  
Cutter Heads & Knives  
1934 Michigan Stockton.....H0wrđ 3-0473

### Sawdust & Shavings

- Pioneer Sawdust & Sand Depot**  
28th & Peralta Oakland.....Higate 4-1011

### Saws

- Freitas Supply & Equip Rental**  
Chain Saws for Rent  
625 N Sacto.....Lodi 9-9670

- HOMELITE CHAIN SAWS—  
WRIGHT'S GARAGE**  
214 N Sacramento-----Lodi 8-1139

- MCCULLOCH CHAIN SAWS—  
STOCKTON CHAIN SAW CO**  
2606 N Wilson Wy Stockton---H0wrđ 2-6312

- MERCANTILE LOCKSMITH**  
216 N Sacramento-----Lodi 9-3130

- STOCKTON SAW WORKS**  
440 S Sutter Stockton-----H0wrđ 6-7672

- VALLEY SAW & KNIFE WORKS**  
121 W Fremont Stockton.....H0wrđ 6-7276

### Saws-Sharpening & Repairing

- Mercantile Locksmith** 216 N Sacto....Lodi 9-3130

### Scaffolding

- BEATTY SAFWAY SCAFFOLD CO**  
2505 E Harding Wy Stockton.....H0wrđ 3-7159

- SAFWAY BEATTY SCAFFOLD CO**  
2505 E Harding Wy Stockton.....H0wrđ 3-7159

- WACO SCAFFOLDING CO**  
Rentals-Sales & Service  
2092 S McKinley Av Stockton---H0wrđ 3-6876

### Scaffolding-Renting

- BEATTY SAFWAY SCAFFOLD CO**  
2505 E Harding Wy Stockton.....H0wrđ 3-7159

- SAFWAY BEATTY SCAFFOLD CO**  
2505 E Harding Wy Stockton.....H0wrđ 3-7159

### Scales

- TOLEDO SCALES—  
STOCKTON SCALE CO**  
1435 E Minor Stockton-----H0wrđ 4-9469

### Scales-Repairing

- INDUSTRIAL SCALE CO**  
2419 E Stewart Av Stockton-----H0wrđ 3-4151

### Scavengers-See Garbage Collection

### School Supplies-Retail

- Wright's** 105 S School.....Lodi 9-2743

### CARRY COLOR SAMPLES

When a wall is painted, have the painter paint the color on a small piece of board. Then take this with you when you look at draperies, furniture, rugs, pictures, etc., for that room.



**Schools**

The following types of instruction, primarily avocational in character, will be found listed under their own headings, alphabetized in accordance with the qualifying word: **Aircraft Schools; Music Instruction Hgds; Etc**

- Alpine School Alpine Rd. .... Lodi 9-9115
- Art League of California
- School of Fine Art-Com'l Art
- 1256 Market San Francisco----UNdrhl 3-4455
- Bruella Union School Bruella Rd. .... Lodi 8-1717
- CORNWELL MAUD SCHOOL FOR SECRETARIES**
- 530 W Vine Stockton. .... H0wrđ 2-4384
- Harmony Grove School Harney Ln. .... Lodi 9-2070
- Henderson School Old Lwr Sacto Rd----Lodi 9-5842
- Houston School Acampo. .... Lodi 9-5061
- LA SALLE EXTENSION UNIVERSITY**
- Ochsner Bldg Sacramento-----Glibrt 3-7461
- Live Oak Elementary School
- Wyandotte Av. .... Lodi 9-5086
- LODI ACADEMY**
- L W Roth-Principal
- Boys Home. .... Lodi 8-1206
- Cafeteria-Mgr's Ofc. .... Lodi 8-0270
- Girls Dormitory. .... Lodi 9-9969
- Girls' Home Office. .... Lodi 8-0969
- Music Dept. .... Lodi 9-9130
- Principal's Ofc. .... Lodi 9-3036
- Bus Ofc 1215 S Garfield-----Lodi 8-2781
- Lodi Public Schools**
- Superintendent's Ofc High School.... Lodi 9-3576
- Elementary Schools
- Garfield School. .... Lodi 9-6861
- George Washington School-----Lodi 9-3641
- Lincoln School. .... Lodi 8-1323
- Needham School. .... Lodi 8-2771
- High School Hutchins & Walnut. .... Lodi 9-3576
- Adult Education Ofc High School.. Lodi 9-4492
- Oak View Union School Dustin Rd. .... Lodi 9-5013
- Ray Union School Ray Rd. .... Lodi 9-4128
- S D A Elementary School 1001 S Garfield. Lodi 8-1085
- St Anne's School Walnut & Pleasant. .... Lodi 9-6592
- St Peters Lutheran School
- Church & Locust. .... Lodi 9-9773
- Terminus School Terminus Rd. .... Lodi 9-6057
- Turner School Dist Turner Rd. .... Lodi 9-4131
- Victor School Victor. .... Lodi 9-4285
- Woods Elementary School Woodbridge. Lodi 9-6594
- ZIMMERMAN'S ACCORDION SCHOOL**
- 400 E Locust. .... Lodi 8-0425

**Scrap Metals**

- CALIFORNIA JUNK CO**
- 710 N Sacramento. .... Lodi 8-0705
- California Steel Co 1220 Victor Rd. .... Lodi 9-6504

**Screens-Window**

- Miller's Millwork Mart 730 N California-Lodi 9-3524
- VALLEY INSULATION CO** 208 S School-Lodi 9-3562
- VALLEY LUMBER CO**
- See Our Adv for Lumber
- 200 E Elm. .... Lodi 9-5148

**Second Hand Furniture-See Furniture Dealers-Used**

**Seeds & Bulbs-Retail**

- Lockhart Company
- 3 N Wilson Wy Stockton-----H0wrđ 4-1308

**Seeds-Whlse**

- 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-----H0wrđ 3-0576
- Lockhart Company
- 3 N Wilson Wy Stockton-----H0wrđ 4-1308

**Septic Tanks**

**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 W Cherokee Ln. .... Lodi 9-5836

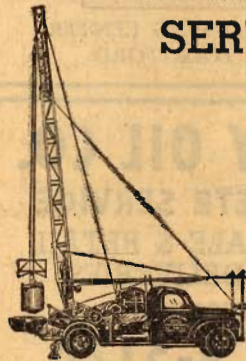
- AAAA Septic Tank Service
- 130 N Cherokee Ln. .... Lodi 9-5836
- (See Advertisement This Page)

(Continued Next Page)



**CESSPOOLS  
 SEPTIC TANKS**

**SERVICE**



PHONE  
**LODI 8-1443**

Day STOCKTON Night  
 H0ward 6-9607

FAMOUS ONE DAY SERVICE - COUNTY APPROVED SEPTIC TANK SYSTEMS  
 NOTHING DOWN - 36 MONTHS TO PAY (BANK TERMS)

**D. A. PARRISH & SONS INC.**

MEMBERS CALIF. SEWAGE WKS. ASSOC.

3128 E. MINER AVE.

STOCKTON

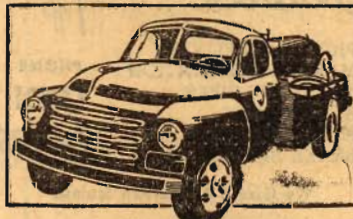
- PUMPING
- DRILLING
- TRENCHING
- INSTALLING
- REPAIRING



**SEPTIC TANKS**

*Pumped & Serviced*

STATE & COUNTY  
 APPROVED INSTALLATIONS  
**SEWERS & DRAINS CLEANED**



Save up to 75% of pumping & cleaning costs.

All Work Guaranteed -

Free Estimates

Insured & Bonded  
 Operators



**ELECTRIC ROTO-ROOTER  
 SEWER SERVICE**

CALL COLLECT

H0ward 5-2616

1705 S. ADELBERT

STOCKTON

**SEPTIC TANK SERVICE**

The DELTA DISPOSAL SYSTEM  
**SEPTIC TANK AND CESSPOOL 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**



# PARSON UNION SERVICE

MINUTE MAN



SERVICE

PRODUCTS

Complete Stop-Wear Lubrication

GAS - OIL

TIRES & BATTERIES

Quick Battery Charging

- ★ WHEEL BALANCING
- ★ WASHING
- ★ POLISHING

FREE PICK-UP & DELIVERY

**LODI 9-9877**

LEONARD PARSON  
OWNER

131 North Cherokee Lane  
(Corner of Locust & 99 Highway)

## GROVES SHELL SERVICE



Free Pick-Up and Delivery

We Specialize in Service

- LUBRICATION
- TIRES - SALES & SERVICE
- BATTERIES
- ACCESSORIES

We Give S & H Green Stamps

**LODI 8-0495**

TOKAY SHOPPING CENTER  
601 W. LOCKEFORD

## TOKAY OIL CO. COMPLETE SERVICE

WHOLESALE & RETAIL FARM DELIVERIES

LUBRICATION

**LODI 9-5176**

Main Office

900 S. CHEROKEE LN.

**LODI 9-9668**

Downtown Station

205 W. LOCKEFORD ST.

### Septic Tanks-(Cont'd)

#### 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  
1705 S Adelbert Stockton-----H0wrđ 5-2616  
(See Advertisement Page 65)

#### PARRISH D A & SONS INC

3128 E Miner Av Stockton-----H0wrđ 6-9607  
(See Advertisement Page 65)

#### PERKINS WELDING WORKS

Mfrs Of Steel Septic Tanks  
Folsom Blvd Sacramento.....HUntr 6-8413

#### TOKAY SANITARY SERVICE

SEPTIC TANKS & CESSPOOLS  
CLEANED

All Work Guaranteed - Free Estimates

RAY GOODEN & J. ROBERGE

Rt. 2 Box 54 Acampo Calif.

On Cooper Rd 2 Blocks East of 99 Hwy

Day & Night call

Acampo-----Lodi 9-2303

### Service Station Builders

Independent Iron Works Inc

8th & Pine Oakland.....Templebar 2-0160

### Service Station Equipment

#### MORRIS AUTO SUPPLY CO

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

#### SHIELDS HARPER & CO

WEST'S LARGEST DISTRIBUTOR OF  
SERVICE STATION EQUIPMENT

Balcrank Lubrication Equip - Buckeye

Valves & Nozzles - Kellogg Compressors

Gilbar's Gas Pumps - National Hose

Heyer Battery Chargers & Tune-Up Equip

Rotary Auto Lifts - Pump Lights - Air Gauges

535 E Channel Stktn-----H0wrđ 5-0216

### Service Stations

A & A Truck Stop 99 Hwy-----Lodi 9-3323

AL'S SIGNAL SERVICE 229 S Sacto---Lodi 9-4631

Andy's Texaco Service Stn

27 N Cherokee Ln.....Lodi 9-9974

Arch Service Station 2 N Sacto.....Lodi 9-6770

#### ASSOCIATED FLYING A DEALERS-

WALNUT STREET SERVICE STATION

William Berendt-Owner

124 E Walnut-----Lodi 9-9838

#### BEACON PRODUCTS-

BEACON SERVICE STATION NO 1

100 N Church.....Lodi 9-9863

Beacon Service Station No 1

100 N Church.....Lodi 9-9863

Bender Riney Richfield Service

2 S Church.....Lodi 9-3807

Bender's Shell Service Thornton Rd.....Lodi 9-3305

Campbell's Shell Service

120 S Cherokee Ln-----Lodi 9-2381

(See Advertisement This Page)

Carroll's Associated Serv 99 Hwy.....Lodi 9-9201

Cleo's Texaco Service 600 W Lockeford--Lodi 9-4308

(See Advertisement This Page)

#### COE'S SERV STN

DOWNTOWN LODI

PICK-UP & DELIVERY SERVICE

COMPLETE SIGNAL SERVICE

TIRES - BATTERIES - ACCESSORIES

LUBRICATION

WASHING & POLISHING

201 W Elm-----Lodi 8-2641

#### DOUGLAS PRODUCTS-

HOLLY DRIVE SERVICE

1930 Holly Dr-----Lodi 9-5717

Eberle & Glatt 50 S Sacramento.....Lodi 9-2448

Emil's Service 421 S Central Av-----Lodi 9-6544

Fairfax Associated Serv 501 W Lodi Av..Lodi 8-0716

Frank's Place Woodbridge Rd.....Lodi 9-9323

General Petroleum Corp Service Stn

724 S Cherokee Ln.....Lodi 9-9960

Groves Shell Serv 601 W Lockeford.....Lodi 8-0495

(See Advertisement This Page)

(Continued Next Page)

### Cleo's TEXACO Service



Thorough Lubrication  
Wheel Balancing  
Brakes Relined  
Firestone  
Tires & Batteries

Free Pick-Up & Delivery

OPEN 7 A.M. TO 9 P.M. - CLOSED SUNDAY

NEW - MODERN

**LODI 9-4308**

600 W. LOCKEFORD

### Keszler's Texaco Service



- PICK-UP & DELIVERY
- MARFAX LUBRICATION
- FIRESTONE TIRES
- ACCESSORIES
- MOTOR TUNE-UP
- BRAKE SERVICE

PHONE

**LODI**

**9-6929**

We Give S & H Green Stamps

1400 S. CHEROKEE LN.

## CAMPBELL'S SHELL SERVICE



TIRES - BATTERIES  
ACCESSORIES

Complete Lubrication  
Washing & Polishing  
Mufflers Installed

Pick Up & Delivery Service

PHONE

**LODI 9-2381**

120 S. CHEROKEE LN.

LODI



TIRES - BATTERIES  
ACCESSORIES

COMPLETE LUBRICATION

"Your Associated Man"

Phone

**LODI  
9-2608**

HEUPEL & NIES  
ASSOCIATED SERVICE

Free Pick-Up & Delivery  
TRUCK RENTALS-ALL TYPES  
DAY - WEEK - MONTH

PINE & 99 HWY.

LODI



**Service Stations—(Cont'd)**

- HAAS AL**  
Signal Oil Products  
229 S Sacto.....Lodi 9-4631  
Haas Service 301 E Lodi Av.....Lodi 9-9836  
Hap's Union Serv Stn 24 S Church.....Lodi 9-2285  
Heupel & Nies Associated Serv  
Pine & 99 Hwy.....Lodi 9-2608  
(See Advertisement Page 66)  
Hibbs Les 250 N Cherokee Ln.....Lodi 9-2618  
Holly Drive Service 1930 Holly Dr.....Lodi 9-5717  
Jacobsens Service Station  
303 S Cherokee Ln.....Lodi 9-9932  
**KATZAKIAN TOMMY**  
Lower Sacramento Rd.....Lodi 9-6545  
Keszler's Texaco Service Station  
1400 S Cherokee Ln.....Lodi 9-6929  
(See Advertisement Page 66)  
**LAKESIDE SERVICE**  
Across From Lodi Lake Park Entrance  
Texaco Products-Lub-Minor Repairs  
1216 Turner Rd.....Lodi 8-1326  
Matt Mutschler's Shell Service  
31 N School.....Lodi 9-9883  
Nagels Service 401 S Cherokee Ln.....Lodi 9-6998  
Parson Union Service  
131 N Cherokee Ln.....Lodi 9-9877  
(See Advertisement Page 66)  
Perman's Union Service Stn  
730 S Cherokee Ln.....Lodi 9-9915

**PETROLEUM PRODUCTS CO THE**

**RED "D" SERVICE**  
SEAT COVERS  
BATTERIES — TIRES — ACCESSORIES

Hwy 99 In Lodi  
16 S Cherokee Ln.....Lodi 9-9558

**PFEIFFER HAP'S UNION SERV STN**

- H A Pfeiffer Owner  
24 S Church.....Lodi 9-2285  
Pfeiffer's Union Serv Stn 500 W Lodi Av.....Lodi 9-6936  
Red D Serv Station 16 S Cherokee Ln.....Lodi 9-9558

**REICH SHELL SERVICE**

- Pine & 99 Hwy.....Lodi 9-5569  
Rhodes Richfield Service 400 E Lodi Av.....Lodi 9-9847

**RICHFIELD**

**RICHFIELD**  
RUST-PROOF GASOLINE  
RICH LUBE  
H-D MOTOR OIL



**"WHERE TO BUY THEM"**

**BENDER RINEY RICHFIELD SERVICE**

- 2 S Church.....Lodi 9-3807  
HIBBS LES 250 N Cherokee Ln.....Lodi 9-2618

**RHODES RICHFIELD SERVICE**

- 400 E Lodi Av.....Lodi 9-9847  
Spurgin's Richfield Service  
225 S Cherokee Ln.....Lodi 9-9886  
Victor Serv Stn Victor.....Lodi 9-4948

**Roach & Darnell Service Station**

- 204 S School.....Lodi 9-9972

**SHELL DEALERS' SERVICE STATIONS**

SHELL  
PRODUCTS  
AND  
SERVICES



**"WHERE TO BUY THEM"**

- Bender's Shell Service Thornton Rd.....Lodi 9-3305  
Campbell's Shell Service

- 120 S Cherokee Ln.....Lodi 9-2381  
Groves Shell Service  
601 W Lockeford.....Lodi 8-0495

**MATT MUTSCHLER'S SHELL SERVICE**

- 31 N School.....Lodi 9-9883

**REICH SHELL SERVICE**

- Pine & 99 Hwy.....Lodi 9-5569

**Signal Oil Co Stations**

- Serv Stn No 220-2 50 S Sacramento.....Lodi 9-2448  
Serv Stn No 220-4 100 N Cherokee Ln.....Lodi 8-0634  
Serv Stn No 220-14  
229 S Sacramento.....Lodi 9-4631

Advertise here—it pays.

**Service Stations—(Cont'd)**

- Spurgin's Richfield Service  
225 S Cherokee Ln.....Lodi 9-9886  
Standard Stations Inc  
Stn No 67 101 N Cherokee Ln.....Lodi 9-9926  
Stn No 802 School & Pine.....Lodi 9-9941  
**TETZ'S SERV STN**  
Beacon Products-Lub-Minor Reprs-Tires  
Generators & Starters Exchange  
520 S Central Av.....Lodi 9-9952

**THIEL'S CHEVRON SERVICE**

STANDARD OIL PRODUCTS  
**ATLAS TIRES & BATTERIES**  
**WASHMOBILE**  
**WASHING & POLISHING**  
A. THIEL, Prop.

419 W Lodi Av.....Lodi 9-4459

- Tokay Oil Co 900 S Cherokee Ln.....Lodi 9-5176  
(See Advertisement Page 66)

**TOMMY'S MOBILE SERVICE**

- 121 W Pine.....Lodi 9-5689  
Tommy's Service-Sta  
Lower Sacramento Rd.....Lodi 9-6545

**UNION DEALERS' SERVICE STATIONS—**

- PFEIFFER'S UNION SERV STN**  
500 W Lodi Av.....Lodi 9-6936

- Victor Serv Stn Victor.....Lodi 9-4948  
Walnut Street Service Station  
124 E Walnut.....Lodi 9-9838  
Weist Albert Auto Repair 122 E Lodi Av.....Lodi 8-1917  
Woodbridge Service Station Woodbridge.....Lodi 9-5628

**Sewer Pipe**

**CALIF POTTERY—**

MANUFACTURER  
**CALIF POTTERY COMPANY**  
See Your Local Dealer  
Niles.....Niles 3161

**MUMBERT CONCRETE PIPE CO**

- Concrete Pipe-Septic Tanks & Silos  
424 S Main.....Lodi 9-5660  
Spiekerman Ed Concrete Pipe Co  
412 S Sacramento.....Lodi 9-3596

**Sewer Service**

See also Plumbers

**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

**BURKHARDT WM**

**SEWER SERVICE**  
**CONCRETE**  
COMMERCIAL — RESIDENTIAL  
CONSTRUCTION  
Rt 4 Box 155 Lodi  
Hogan Ln.....Lodi 8-0303

**D A PARRISH & SONS INC**

**SEPTIC TANK SERVICE**  
**SEWER LINES CLEANED**  
**NEW INSTALLATIONS**  
Bank Terms  
CALL COLLECT  
3128 E Miner Av Stktn.....H0wrd 6-9607

**ELECTRIC ROTO-ROOTER SEWER SERVICE CO**

- See Adv for Septic Tanks  
1705 S Adelbert Stockton.....H0wrd 5-2616

**PARRISH D A & SONS INC**

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

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

**Sewing Machines—Household**

- RILEY'S SEWING MACHINE CENTER**  
503 E Lodi Av.....Lodi 9-2848

**SINGER SEWING MACHINES**

SINGER sells and services its products only through SINGER SEWING CENTERS, never through dealers or department stores. Look for the famous Red S on the window of your nearest SINGER SEWING CENTER.



**"WHERE TO CALL"**

Singer Sewing Machine Co 5 W Pine. Lodi 9-3295

**Sewing Machines—Repairing**

- BAUMBACK'S FURNITURE** 18 W Oak--Lodi 9-2112

The Classified Directory has solved many a buyer's problem.

**FRONTIERS**  
*beyond*

There are always new frontiers to telephone service, problems to be solved, improvements to be made, and there will always be Telephone Pioneers pushing on to new achievements.

**THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY**

**To Find an AUTHORIZED SALES AND SERVICE DEALER**

When you want the "genuine" in a nationally-advertised product or service

**LOOK IN THE YELLOW PAGES**

They Tell "Where to Buy It"



# SHEET METAL WORK OF ALL KINDS



**VIC. Myers**

212 S. Washington St.

**LODI 9-9029**

**SERVICE ON  
ALL MAKES OF  
FURNACES**

**IRRIGATION PIPE  
SEAMLESS SYPHONS  
COOLING SYSTEMS  
INSTALLED AND SERVICED**

## Sheet Metal Work

Coon Plumbing & Heating 510 Rimby Av. Lodi 9-2213  
(See Advertisement This Page)

### GENERAL SHEET METAL SHOP

SHEET METAL  
HEATING  
AIR CONDITIONING  
Sales & Service  
H. LEHR  
217 S Stockton.....Lodi 9-5934

General Sheet Metal Shop  
217 S Stockton.....Lodi 9-5934  
(See Advertisement This Page)

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

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

**MYERS VIC** 212 S Washington.....Lodi 9-9029  
(See Advertisement This Page)

Schulz Hardware 712 W Lodi Av-----Lodi 9-6925  
(See Advertisement This Page)

## Sheet Music-See Music Dealers

## Shingling-See Roofers

## Shoe Repairing

Economy Shoe Service 121 W Oak....Lodi 8-1905

## Shoes-Athletic-See Sporting Goods Headings

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.

# SCHULZ HARDWARE

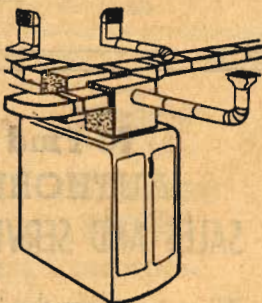
Rudolph O. Schulz



**SHEET  
METAL**

Service Is  
What We Give

Completely Equipped  
for  
Sheet Metal  
Furnace Heating  
Air Conditioning  
for  
Home & Industrial



Free Estimates  
State Contractors  
License

**LODI 9-6925**

If No Answer Call Lodi 8-0494

Residence 712 S. Church

712 W. Lodi Avenue

Lodi

# GENERAL SHEET METAL SHOP

SHEET METAL  
HEATING  
AIR CONDITIONING

*Sales & Service*

H. LEHR

**Lodi 9-5934**

217 South Stockton

LODI

# COON

PLUMBING & HEATING



## SHEET METAL WORK

- Air Conditioning
- Skylights
- Ventilating
- Tanks & Vents
- Central Heating
- Furnaces
- Gutters & Flues
- State Licensed

FREE ESTIMATES  
All Work Guaranteed

PHONE  
**LODI 9-2213**

CHARLES COON

510 RIMBY AVE.

LODI



**Shoes—Retail**

**BURTON'S SHOE STORE**

**FOR BETTER SHOES**

Men's — Women's — Children's  
 Buster Brown — Air Step  
 Jumping Jack — Hollywood Scooters  
 Spalding — Oomphies  
 Official Girl Scouts — Roblee

17 W Pine..... Lodi 8-1311

**BUSTER BROWN SHOES FOR BOYS & GIRLS—**

BURTON'S SHOE STORE 17 W Pine. Lodi 8-1311

**COEY SHOE STORE**

Hdqtrs For Poll-Parrot & Rand Shoes

16 S School..... Lodi 8-0087

**FLORSHEIM SHOES FOR MEN—**

TOGGERY THE 28 S School..... Lodi 9-2336

Kirby's Shoe Store 14A S School..... Lodi 9-4056

McCullum's Furn Store 47 N Sacto----- Lodi 9-6742

NELSON'S SHOES 11 N School..... Lodi 9-9012

**NYLIN'S SHOE STORE & JUNIOR BOOT SHOP**

**"TOTS TO TEENSTERS"**

EDWARDS — MRS. DAY'S & JUMPING JACKS  
 — OFFICIAL GIRL SCOUTS —  
 ENNA JETTICKS & DR. HISS  
 Shoes for Women  
 MASSAGIC AIR CUSHION  
 Shoes for Men

32 S California Stktn..... H0wrd 6-6195

**POLL-PARROT SHOES FOR BOYS-GIRLS—**

COEY SHOE STORE 16 S School..... Lodi 8-0087

Reeve's Shoe Store 107 S School..... Lodi 9-9931

**Shook—Mfrs**

**SACRAMENTO BOX & LUMBER CO**

Manuel G Rosa Jr

140 E Tokay..... Lodi 8-1048

Res call Sacramento..... GIlbrt 3-8253

If no answer call..... Hllcrst 6-3891

**Show Cases**

**LODI CABINET SHOP**

840 S Cherokee Ln----- Lodi 9-3810

**Shower Doors & Compartments**

GLASS SERVICE LODI 548 E Walnut--Lodi 9-5479

MULLER & VAIL TILE CO 736 James. Lodi 9-4091

**SACRAMENTO SHOWER DOOR CO**

MFRS. OF "ALUMICHROME"

GLASS SHOWER DOORS

SHOWER RECEPTORS

Slicing Tub Enclosures

Daylight Stall Showers & Mirrors

MANY DESIGNS TO CHOOSE FROM

Repairs & Replacements

4120 Franklin Bl Sacto..... HUntr 6-7256

**Siding**

**VALLEY INSULATION CO**

Certified  
 JOHNS-MANVILLE

Asbestos Siding

Contractor

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

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 . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

**Sign Painters**

GUS DID IT N 99 Hwy..... Lodi 9-3355

(See Advertisement This Page)

Lodi Neon Sign Co 620 S Sacramento.... Lodi 9-6393

Randolph System 204 N Sacramento.... Lodi 9-3051

**Signs**

**ELECTRICAL PRODUCTS CORP**

536 N Wilson Wy Stockton..... H0wrd 6-6829

(See Advertisement This Page)

Emerson Gus N N 99 Hwy..... Lodi 9-3355

LODI NEON SIGN CO 620 S Sacramento. Lodi 9-6393

(See Advertisement This Page)

RANDOLPH SYSTEM 204 N Sacramento. Lodi 9-3051

(See Advertisement This Page)

**Signs—Maintenance Service**

**ELECTRICAL PRODUCTS CORP**

536 N Wilson Wy Stockton..... H0wrd 6-6829

**Silverware—Retail**

**GREBITUS EDW A & SON**

1108 J Sacramento----- GIlbrt 2-9081

Town & Country Shop

Fulton & Marconi Av Sacramento-IVnho 7-7107

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

**Sinks—See Plumbing Fixtures & Supplies Headings**

**Slaughter Houses—See Meat—Whsle**

**Slenderizing—See Reducing Methods**

**Social Service Organizations**

American Red Cross 404 W Pine..... Lodi 9-4092

Goodwill Industries 112 S Lee Av----- Lodi 8-2116

San Joaquin County Welfare Dept

202 N Sacramento..... Lodi 9-5948

Volunteers of America 113 N Sacramento- Lodi 8-0519

Advertise here—it pays.

- SALES
- REPAIRS
- RENTALS



Free Estimates  
 and Designs

Phone

**H0ward 6-6829**

SINCE 1912

**ELECTRICAL PRODUCTS CORP.**

536 N. WILSON WY., STOCKTON

**SIGNS**  
*Gus Did It*  
**GUS N. EMERSON**  
 POSTERS - ART WORK  
 SCREEN PROCESS PRINTING  
 TRUCK LETTERING  
**Lodi 9-3355**  
 STUDIO — 99 HWY. NORTH OF LODI  
 ROUTE 2, BOX 513 ACAMPO

*Lodi*  
**NEON**  
**SIGN CO.**

*Sales • Service*  
*Lighting*

*A Home Owned Business*  
*Buy at Home and Save*

620 S. SACRAMENTO ST.  
 Phone  
**LODI 9-6393**

**SIGNS**

HIGHWAY SIGNS  
 TRUCKS LETTERED  
 GOLD LEAF WINDOW SIGNS  
 BOARD & METAL SIGNS  
 WALLS & BULLETINS  
 CUTOUT WOOD LETTERS  
 SHO CARDS  
 REFLECTIVE SIGNS

**RANDOLPH SYSTEM**

204 N. SACRAMENTO ST.  
 Phone LODI 9-3051



**Soda Fountain Equipment**

**VALVANO RESTAURANT SUPPLY**  
844 E Weber Stockton-----H0wrd 2-7642

**Soda Fountain Shops**

Purity Creamery 15 S School.....Lodi 9-3098  
Stafford's Fountain  
We Carry Sundries  
Hours 9 AM to 8 PM Closed Sat Open Sun  
514 S Central Av.....Lodi 9-6906  
Turnage Fountain 201 W Pine.....Lodi 9-4535

**Soft Drinks-See Beverages-Non Alcoholic**

**Soil Testing-See Laboratories-Testing**

**Sound Systems & Equipment**

**QUALITY SOUND SERVICE**  
1217 N Wilson Wy Stockton-----H0wrd 4-7464

**Sporting Goods-Retail**

Pullen Jim Sporting Goods 19 W Pine...Lodi 9-4538  
(See Advertisement This Page)

**TURNER HARDWARE CO**

**ATHLETIC EQUIPMENT  
GUNS - AMMUNITION  
Fishing Tackle - Camp Goods  
Hunting Equipment**  
116 W Pine.....Lodi 8-0601

**Spraying**

See Crop Dusting, Spraying, Etc; also Painting Contractors

**Sprays-See Insecticides Hdgs**

**Sprinklers-Lawn & Irrigation**

**ATHEARN PUMP & SUPPLY CO**

We Specialize In  
**ALSCO**  
Small Farm Sprinkling Systems  
No Down Payment - 36 Months to Pay  
AUTHORIZED JACUZZI PUMP DLR  
Free Estimates  
Dustin & Jahant Rds-----Lodi 9-2941

**Stage Lines-See Bus Lines**

**State Government Offices**

See Alphabetical Directory under "Calif State of"

For the new home you're planning,  
be sure to include concealed telephone  
wiring and convenient telephone outlets.

**JIM PULLEN  
SPORTING GOODS**

- Johnson Motors and Repairs
- Guns & Ammunition
- Fishing Tackle
- Complete Rental Service



PHONE  
**LODI 9-4538**

19 W. PINE

LODI

**Stationers-Retail**

**CURRY'S STATIONERY**

COMPLETE STOCK OF  
**OFFICE SUPPLIES**  
Typewriters & Office Machines  
Greeting Cards - Gifts  
SCHOOL SUPPLIES - ARTISTS MATERIALS  
20 S School.....Lodi 9-2672

**WRIGHT'S**

PERSONALIZED STATIONERY  
School - Art - Office Supplies  
Leather Goods, Gifts, Imports  
Office Furniture & Machines  
105 S School.....Lodi 9-2743

**Stationers' Supplies**

**MORRIS BROTHERS STATIONERY & OFFICE EQUIPMENT**

15 N Hunter Stockton.....H0wrd 6-8504

**Steel**

**CALIFORNIA JUNK CO**

New & Used  
710 N Sacramento.....Lodi 8-0705

**CALIFORNIA STEEL CO**

**NEW STEEL**  
PLATES & STRUCTURALS  
STEEL FABRICATION  
CONCRETE REINFORCING  
CORRUGATED SHEETS  
Metal Products of All Kinds  
WHOLESALE & RETAIL  
1220 Victor Rd.....Lodi 9-6504

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

Central California  
Headquarters



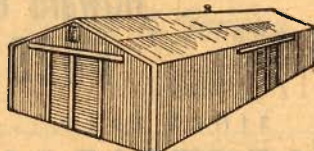
**All-Bolted Metal Buildings**

Delivered Ready to Erect  
Or Completed Ready for Use

**CALIFORNIA STEEL BUILDINGS INC.**

Builders Exchange Phone  
1521 W. Oak, Stockton H0ward 6-7994  
Main Office: 7303 San Leandro Street, Oakland  
Lockhaven 8-5334

**CENTRAL VALLEY STEEL  
BLDG. INC.**



32' to 80' Widths  
10' to 24' Eaves  
BULK GRAIN STORAGE  
&  
DRYING SYSTEMS  
HAY SHEDS - BOX STORAGE  
QUONSET PARTS & EXTENSIONS  
H0ward 4-5597

1113 W. FREMONT

STOCKTON

**Steel-(Cont'd)**

**DRAKE STEEL SUPPLY CO**

**STEEL**  
Complete Stock  
Structurals - Bars - Bands - Rails  
Plates - Cold Rolled Bars  
Flaw Steel - Reinforcing Bars  
**TUBING - PIPE - WIRE PRODUCTS**  
135 N Hunter Stktn.....H0wrd 6-7507

**GUNTERT & ZIMMERMAN**

Lindsay & Monroe Stockton.....H0wrd 4-8712

**HICKINBOTHAM BROS LTD**

536 S Aurora Stockton.....H0wrd 6-9541

**KYLE & COMPANY**

348 N Harrison Stockton.....H0wrd 4-8741

**Steel Buildings**

**CALIFORNIA STEEL BUILDINGS INC**

7303 San Leandro Oakland-----Lockhvn 8-5334  
(See Advertisement This Page)

**CENTRAL VALLEY STEEL BUILDINGS INC**

1113 W Fremont Stockton-----H0wrd 4-5597  
(See Advertisement This Page)

**KYLE & COMPANY**

348 N Harrison Stockton.....H0wrd 4-8741

**SOULE STEEL COMPANY**

1750 Army S F.....VAIencia 4-4141

**Steel Fabricators**

Independent Iron Works Inc  
8th & Pine Oakland.....Templebar 2-0160

**Steel Windows-See Windows-Metal**

**Storage-Merchandise-See Warehouses Headings**

**Store Fixtures**

**CRESCENT SHOW CASE & FIXTURE CO**

600 W Fremont Stockton.....H0wrd 3-1643

**MILLER'S MILLWORK MART**

730 N California-----Lodi 9-3524

**TONEY & JOINES CABINET SHOP**

N Cherokee Ln-----Lodi 8-2185

**Valley Show Case & Fixture Co**

921 W Fremont Stockton-----H0wrd 3-3882

**Stoves & Ranges-See Ranges & Stoves Headings**

**Stucco Mtrs**

Valley Stucco & Putty Plant  
15 N Olive Av Stockton.....H0wrd 2-2615

**Suit Cases-See Luggage Headings**

**Sulphur**

River Farm Supply-----WalnutGrove 6-2872  
Or Call.....Lodi 9-3887

**SAN JOAQUIN SULPHUR CO**

720 N Sacramento.....Lodi 8-0483  
(See Advertisement This Page)

**SUNLAND INDUSTRIES INC**

220 N Eugenia Stockton-----H0wrd 5-5152  
Or-----Lodi 9-5926

**SULPHUR**

DUSTING SULPHURS  
MIXED DUST  
FERTILIZERS

VALOR BRAND PRODUCTS

**SAN JOAQUIN  
SULPHUR CO.**

**LODI 8-0483**

720 NORTH SACRAMENTO



**Surplus Merchandise**

Johns & Pohle Surplus Supplies  
N Cherokee Ln. .... Lodi 9-3778

**Surveyors' Instruments**

Ogden Surveying Equipment Co  
All Engineers Equip Sold-Rented-Repaired  
520-56th Sacramento ..... Hllcrst 5-4886

**Surveyors-Land**

Gatzert Clifford 203 W Oak. .... Lodi 9-9479

**Swimming Pool Construction & Service**

Inertol Co Inc 27 South Park S F-----SUtrr 1-4475  
Miller Engineering Corp 1406 W Locust--Lodi 8-1564

**PADDOCK SWIMMING POOLS**

Construction, Equipment,  
Accessories and Supplies  
Maintenance and Repairs  
Pool filters, heaters,  
Chlorinators, underwater  
lights, diving boards,  
paints and chemicals.  
CONSULTANTS



"FOR INFORMATION CALL"

Paddock Engineering Co  
2131 Fulton Av Sacramento----IVnho 9-7671

**STERLING POOLS**

CONSTRUCTION  
MAINTENANCE  
EQUIPMENT

1406 W Locust-----Lodi 8-1564

Webster Warren A 1228 S Church-----Lodi 9-6805

**Tailors-Ladies'**

Lucas Tailors  
120 N El Dorado Stockton. .... H0wrd 4-1291

**Tailors-Men's**

Lucas Tailors  
120 N El Dorado Stockton. .... H0wrd 4-1291

**Tallow**

**STOCKTON TALLOW WORKS**  
3103 French Camp Turn Pike  
Stockton ..... H0wrd 2-5818

**Tamales-Retail**

Lodi Tamale & Ravioli Factory  
43 N Sacramento. .... Lodi 8-1097

**Tank Car Leasing Service-See Cars-Railroad**

**Tanks**

**BROWN T E**  
Wooden Tanks-Mfrs-New-Used  
14361 Washington Av  
San Leandro -----TRndad 2-4882

**COLE WALTER R & CO**  
Code Pressure-Storage & Propane Tanks  
1414-3d Oakland ..... Highgate 4-0831  
Independent Iron Works Inc  
8th & Pine Oakland ..... Templebar 2-0160  
Modesto Welding & Tank Works  
718 S 99 Hwy. .... Modesto 2-9193

**PERKINS WELDING WORKS**

**STEEL STORAGE TANKS**  
Any Size or Weight  
BLACK OR GALVANIZED  
Underwriters Approved

Rt 2, Box 3836  
3/4 Mile East of Subway on Folsom Blvd  
Folsom Blvd Sacto. .... HUntr 6-8413

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

**Tanks-(Cont'd)**

**SORENSEN MACHINE WORKS**

Established 1925  
Manufacturers of  
A S M E & A P I STEEL CODE  
PRESSURE VESSELS FOR ALL PURPOSES  
Underwriters Above & Underground Storage  
Tanks - Smoke Stacks & Breeching  
PO Box 13, Mendota, Calif  
N ..... Mendota 4511

**Tanks-Cleaning**

Industrial Tank Inc 211 Berrellesa. . . . Martinez 3040

**Tanks-Repairing**

Ted's Welding & Blacksmith Shop  
Hwy 12 ----- Lodi 8-2105

**Tanks-Septic-See Septic Tanks**

**Tax Matters**

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

**Tax Return Preparation**

Irwin John D 808 W Lodi Av. .... Lodi 9-4369  
Smith F O 2 W Pine. .... Lodi 9-3825  
Swinney Karl 20 W Oak. .... Lodi 9-2474

**Taxicabs**

**CITY CAB CO**

TWO-WAY  
RADIO DISPATCHED

Prompt - Courteous Service  
Small Parcel Delivery Service

127 N Sacto. .... Lodi 8-1454

City Cab Co 127 N Sacto. .... Lodi 8-1454  
(See Advertisement This Page)

**CITY CAB CO.**

**2-Way Radio Cab**



SPECIAL RATES  
On Long Distance Trips

Save Your Car  
Tires & Worry

CALL

**LODI 8-1454**

127 N. SACRAMENTO

**Taxidermists**

**DAWSON JOHNNIE**

SPECIALIZING IN MOUNTING OF  
GAME HEADS - BIRDS - ANIMALS  
Chrome Tanning  
OVER 30 YEARS EXPERIENCE  
ALL WORK GUARANTEED  
They Actually Look Alive  
Youngstown ..... Lodi 9-6447

**Tea Rooms-See Restaurants**

**Teachers**

See Schools; also Specific Types of Instruction

**Telegraph Companies**

Western Union Tele Co 9 S School. .... Lodi 9-2768

**Telephone Answering Service**

**PHYSICIANS & SURGEONS EXCHANGE**

LET US ANSWER YOUR  
AFTER HOURS CALLS

24 HOUR  
ANSWERING SERVICE

For Business & Professional Phones

127 N Sacto. .... Lodi 8-0865

Telanswerphone Co Of Stockton-Lodi Division  
106 N Sacto. .... Lodi 9-4728

**Telephone Companies**

**ARCHITECTS & BUILDERS SERVICE**

Free advisory service on advance  
planning of telephone facilities in  
new building construction is available  
to architects, owners and builders.  
Costly alterations after completion of  
the building are frequently avoided  
through proper advance planning.



"SERVICE RENDERED BY"

**PAC TELEPHONE & TELEGRAPH CO THE**  
114 W Pine. .... Lodi 9-4731

**PAC TELEPHONE & TELEGRAPH CO THE**  
114 W Pine. .... Lodi 9-4731

**NEWSPAPER FIREWOOD**

To make a small grate or stove fire,  
or to kindle a big one, use old news-  
papers which have been rolled up  
tightly, soaked overnight in water,  
squeezed out and allowed to dry for  
several days. The tighter they are  
squeezed, the better firewood they  
make.

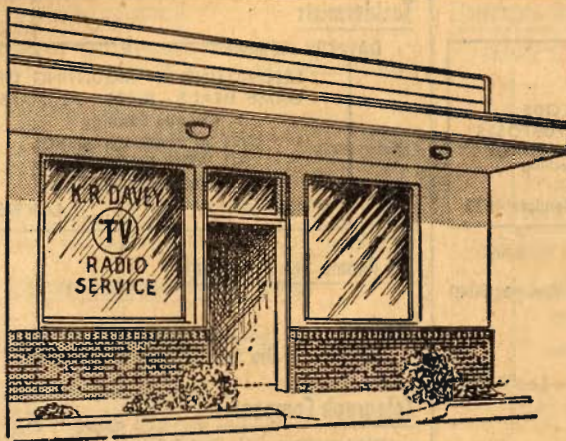
Who  
SELLS IT?

When a specific product or service  
is needed and there is an uncer-  
tainty as to who sells it

The  
*Classified*  
**TELEPHONE  
SECTION**

*Will Direct You*





**SERVICE ON ALL MAKES**  
 ALL WORK GUARANTEED  
 PICK-UP & DELIVERY  
 "We Work By the Golden Rule"

Nationally Advertised  
**TV SETS**  
 CHECK OUR PRICE  
 BEFORE YOU BUY  
 Sets on Display

# K. R. DAVEY TV & RADIO SERVICE

CALL  
**LODI 8-2831**

11 W. KETTLEMAN LANE

LODI, CALIF.

## Television Dealers

### CAPEHART TELEVISION—

DEALER

POSEY CHAS D 708 W Lodi Av-----Lodi 9-6261

Davey K R TV & Radio Service

11 W Kettleman Ln-----Lodi 8-2831  
 (See Advertisement This Page)

### EMERSON TELEVISION

"In Every Screen Size,  
 Every Style — Emerson is  
 America's Best Buy."

**Emerson**  
 Television  
 and Radio

Sold only through  
 Authorized Emerson  
 Television Dealers.

"FOR INFORMATION CALL"

DEALER

Fuller & Sons 12 S School.....Lodi 8-1580

### FULLER & SONS

MOTOROLA

EMERSON

Sales & Service

12 S School.....Lodi 8-1580

### HOFFMAN TELEVISION—

DISTRIBUTOR

KEMP E M CO

1115 R Sacramento.....Glibrt 3-4668

DEALER

ED'S RADIO & TV SERVICE

306 E Kettleman Ln-----Lodi 8-0428

Kundert J H 7 W Elm-----Lodi 9-2872

(See Advertisement This Page)

Lodi Radio & Television

507 S Sacramento-----Lodi 9-3700

### MAGNAVOX TELEVISION RECEIVERS SALES AND SERVICE

Magnascope big-picture television systems have built-in filter to eliminate eyestrain, give clearer, sharper pictures. Traditionally fine Magnavox cabinets.

**Magnavox**

"WHERE TO BUY THEM"

DEALER

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

(Continued Next Page)

You can make telephone service in that new house you're planning much more convenient if you provide for concealed wiring and handy outlets. For free help, call your local Pacific Telephone office and ask for Architects and Builders Service.

# TELEVISION

featuring

**HOFFMAN**

and

**PHILCO**

also

**COMPLETE LINE**

of

**APPLIANCES**

**VICTOR  
 HARDWARE**

CALL

**LODI 9-4259**

VICTOR ROAD  
 VICTOR

# 99 RADIO & TV

★ ZENITH

★ RCA

★ PACKARD-BELL

Sales & Service

BATTERIES · TUBES AND PARTS

WM. TROUTMAN, Prop.

**LODI 9-5780**

105 South Cherokee

Lodi

# TELEVISION

PHILCO

ZENITH

GENERAL ELECTRIC

Complete Repair Facilities

**POSER & COE**

208 S. SCHOOL ST.

Phone Lodi 9-5698



# TELEVISION

Sales

and

Services



PACKARD-BELL

HOFFMAN & ZENITH

Repairs on All Makes

ANTENNA INSTALLATION

RADIO SALES & SERVICE

**KUNDERT & KUNDERT**

**LODI 9-2872**

7 W. ELM



**Television Dealers--(Cont'd)**

**MAYTAG SALES & SERVICE**

**KUNDERT & KUNDERT**  
 PACKARD-BELL TELEVISION  
 HOFFMAN TELEVISION  
 SALES & SERVICE  
 On All Makes

7 W Elm. . . . . Lodi 9-2872

**MOTOROLA TELEVISION--**

FULLER & SONS 12 S School-----Lodi 8-1580

**NINETY-NINE RADIO SERV**

105 S Cherokee Ln. . . . . Lodi 9-5780  
 (See Advertisement Page 72)

**PHILCO TELEVISION SALES & SERVICE--**

DEALER

**NINETY-NINE FURNITURE**

200 N Cherokee Ln-----Lodi 9-9508

Poser & Coe 208 S School. . . . . Lodi 9-5698  
 (See Advertisement Page 72)

Posey Chas D 708 W Lodi Av. . . . . Lodi 9-6261

**RCA VICTOR**

TELEVISION  
 RADIO, PHONOGRAPHS  
 RECORDS



World Leader in Radio,  
 First in Recorded Music,  
 First in Television.

**"WHERE TO CALL"**

DEALERS

BOHNET'S 8 N Cherokee Ln-----Lodi 8-0613

NINETY-NINE RADIO SERV  
 105 S Cherokee Ln . . . . . Lodi 9-5780

VICTOR HARDWARE Victor-----Lodi 9-4259  
 (See Advertisement Page 72)

**WESTINGHOUSE TELEVISION**

Features the exclusive Single  
 Dial Control on table & console  
 models in popular screen sizes.  
 New automatic circuits provide  
 greater picture clarity and brilli-  
 ance.



You Can Be SURE . . . If It's WESTINGHOUSE  
**"WHERE TO BUY THEM"**

DISTRIBUTOR

**WESTINGHOUSE ELECTRIC SUPPLY CO**

1730-14th Sacramento-----Gilbrt 3-6525

**Television Servicing**

**CENTRAL AVENUE TV & RADIO  
 REPAIR SERV**

COMPLETE TELEVISION REPAIRS  
 ALL MAKES & MODELS  
 All Work Guaranteed

By Qualified Service Technicians  
 ANTENNA INSTALLATIONS

ED L. DICKMAN - Owner

312 S Central Av. . . . . Lodi 9-2109

Central Avenue TV & Radio Repair Serv

312 S Central Av-----Lodi 9-2109  
 (See Advertisement This Page)

Davey K R TV & Radio Service

11 W Kettleman Ln-----Lodi 8-2831

**ED'S RADIO & T V SERVICE**

306 E. Kettleman Ln-----Lodi 8-0428  
 (See Advertisement This Page)

**FALOS LES VIDEO SERVICE**

GUARANTEED REPAIRS  
 ON ALL MAKES & MODELS  
 ANTENNA INSTALLATIONS

Sets Converted to UHF in Your Homes  
 We Also Repair Radios - Phonographs  
 & Auto Radios

723 S Cherokee Ln. . . . . Lodi 8-1021

Hear many of the world's outstanding  
 musical artists on the Telephone Hour--  
 N.B.C., Monday nights.

**Television Servicing--(Cont'd)**

FULLER & SONS 12 S School-----Lodi 8-1580  
 (See Advertisement This Page)

**KLENK CARL A**

COUNTRY TOWN T. V. SERVICE  
 LOCATED AT S. W. COR. OF  
 TOKAY RD. & 99 HWY.  
 Offering Service On Most  
 Makes of T. V. Sets

Pick-Up & Delivery - All Work Guaranteed  
 DAY & EVENING CALLS

99 Hwy -----Lodi 8-1622

Lodi Radio & Television 507 S Sacto----Lodi 9-3700  
 (See Advertisement This Page)

**NINETY-NINE RADIO SERV**

105 S Cherokee Ln. . . . . Lodi 9-5780

**Television Supplies & Parts--Whsle & Mfrs**

**DOHONEY WHOLESALE RADIO CO**

746 E Main Stockton-----H0wrd 5-6062

**Televisions--Whsle & Mfrs**

KEMP E M CO 1115 R Sacramento... Gilbrt 3-4668

Good neighbors are considerate  
 party-line users. Remember these party-  
 line golden rules:

- Space your calls instead of making several of them without a break.
- Talk only as long as you have to on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear to receive your call.
- Ask your youngster not to monopolize the telephone.

**TELEVISION  
 Service**

REPAIRS  
 ON  
 ALL MAKES



**FULLER & SONS**

LODI 8-1580

12 S. SCHOOL ST.

when a name RECOMMENDED  
 has been forgotten

you remember the recommendation but  
 don't remember the name. If you will

LOOK IN THE  
*Classified*  
**TELEPHONE  
 SECTION**

You will probably recognize  
 the name when you see it.

**LODI RADIO & TELEVISION**

CROSLY  
 SETCHELL CARLSON  
 TELEVISION



Sales & Service

COMPLETE REPAIR FACILITIES  
 ON ALL MAKES AND MODELS  
 RADIOS - BATTERIES & TUBES

ED ROTH - Owner

PHONE

**LODI 9-3700**

507 SO. SACRAMENTO

YOUR  
**TELEVISION**  
 STORE

**HOFFMAN**

EASY VISION

PHONE

**LODI 8-0428**

**ED'S RADIO & TV SERVICE**

Ed Reimche - Owner

306 E. KETTLEMAN LN.

**Complete TV Repairs**

ALL MAKES & MODELS

ANTENNA  
 INSTALLATIONS



ED L. DICKMAN - Owner

LODI 9-2109

CENTRAL AVENUE TV  
 & RADIO REPAIR SERV.

312 S. CENTRAL AVE.

LODI

When an  
**EMERGENCY ARISES**

The convenient and quick way to  
 locate someone in the immediate  
 neighborhood is to

LOOK IN THE  
*Classified*  
**TELEPHONE  
 SECTION**

Tells "Where To Buy It"



# TERMITE CONTROL CO.

208 SO. SCHOOL STREET

"LODI'S LARGEST PEST CONTROL ORGANIZATION"

Long lasting and excellent workmanship at reasonable prices have made us Lodi's largest pest control organization.

- 20 Years Experience
- Written Guarantee
- Lifetime Control Service
- State Licensed
- FHA - Veteran Loans
- Minimum Inspection Fee
- Terms

**LODI 9-3562**

PAUL SEEGER, Mgr.

## A COMPLETE TERMITE CONTROL SERVICE

**LODI 8-2304**



STATE LICENSED OPERATORS  
MINIMUM INSPECTION FEE

**KILL PEST, INC.**

109 W. PINE

### 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)  
Termite Control Co 208 S School ..... Lodi 9-3562  
(See Advertisement This Page)

### Theatre Ticket Agencies

Squire Clothiers  
For Information On Any Sporting Event  
Hotel Lodi Bldg. .... Lodi 9-4594

### Theatres

FOX LODI THEATRE 19 S School ..... Lodi 9-6970  
Sunset Theatre 1110 W Lodi Av ..... Lodi 9-4827

### Theatrical Equipment & Supplies

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

### Tile-Ceramic, Contractors & Dealers

FISCHER H P TILE & MARBLE CO  
4780 E Fremont Stockton ..... HOwrd 3-0636  
MULLER & VAIL TILE CO 736 James. Lodi 9-4091  
(See Advertisement This Page)  
STOCKTON TILE CO  
4780 E Fremont Stockton ..... HOwrd 3-0636

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.

### TERMITE SPECIALISTS



Certified Loan Reports  
Escrow - Veteran & F.H.A.  
Minimum Inspection Fee  
Reasonable Prices  
Expert Workmanship  
Written Guarantee  
Member Pest Control Operator of Calif., Inc.  
LEE J. SEIBOLD - Owner  
State Licensed Operator

Call LODI 8-0865

**DAY & NIGHT Pest Control Co.**  
127 N. SACRAMENTO

## Muller & Vail Tile Co. COMPLETE TILE SERVICE

CERAMIC TILE - RUBBER TILE  
ASPHALT TILE - LINOLEUM

Bathrooms Kitchens  
Showers - Floors - Store Fronts  
Glass Shower Doors

ALL WORK GUARANTEED

Free Estimates - FHA Terms

TWO LOCATIONS

1119 E. Roosevelt, Stockton | 736 James  
HOward 2-8854 | Lodi 9-4091

### Tiles-Asphalt, Cork, Metal, Plastic, Rubber, Tile

#### Board, Etc., Contractors & Dealers

#### GIENGER LINOLEUM SERV

FLOOR & WALL TILE  
ASPHALT - METAL - LINOLEUM  
RUBBER - VINYL - CORK  
VENETIAN BLINDS  
FREE ESTIMATES

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

### Tinning

Acme-Thorne Retinning Co  
1446-15th S F ..... MARkt 1-7628

### Tire Chains-See Automobile Parts & Supplies Headings

### Tire Retreading & Recapping Equipment

Beckman G O 420 N Sacramento .... Lodi 9-4761  
Elrick Rim Co 9215 A Hayward ..... LUcarn 1-7935  
SUPER MOLD CORPORATION  
420 N Sacramento ..... Lodi 9-4761

### Tires-Dealers

Al's Wheel & Brake Serv  
112 N Cherokee Ln ..... Lodi 8-1833  
BOHNET'S  
Your Firestone Distributor  
8 N Cherokee Ln ..... Lodi 8-0613  
CHAPMAN GENERAL TIRE CO  
210 S School ..... Lodi 9-5408

### FISK TIRES

TIRE SERVICE  
RECAPPING  
REPAIRS

When It's Time To Re-Tire  
BUY FISK



"WHERE TO CALL"  
DISTRIBUTOR

Donaldson J F & Sons  
240 N Hunter Stockton ..... HOwrd 4-9858

GAMBLES WESTERN AUTO SUPPLY CO  
21 W Oak ..... Lodi 9-2383

### GOODRICH B F TIRES

LIFE-SAVER  
TUBELESS TIRES



New and Used Tires - Recapping - Tire Service  
"WHERE TO CALL"

LODI RECAP TIRE SHOP  
240 N Cherokee Ln ..... Lodi 8-0605  
Roach & Darnell Service Stn  
204 S School ..... Lodi 9-9972

### GOODYEAR TIRES

More people ride on  
Goodyear Tires than on  
any other kind.

Let the Goodyear dealer  
be your Tire Service  
headquarters.



"WHERE TO BUY THEM"

LODI RECAP TIRE SHOP  
240 N Cherokee Ln ..... Lodi 8-0605  
MITCHELL & KOENIG  
525 W Lockeford ..... Lodi 8-0659  
Victor Serv Stn Victor ..... Lodi 9-4948

### HOLT BROS

Industrial & Farm Tires  
200 S Cherokee Ln ..... Lodi 8-1593

### KELLY-SPRINGFIELD TIRES-

NAGLES SERVICE  
401 S Cherokee Ln ..... Lodi 9-6998

(Continued Next Page)



**Tires-Dealers-(Cont'd)****LEE OF CONSHOHOCKEN TIRES—**

DISTRIBUTOR

BULL C B 100 N Cherokee Ln. . . . . Lodi 8-0634

DEALER

AL'S SIGNAL SERVICE  
229 S Sacramento. . . . . Lodi 9-4631**LODI RECAP TIRE SHOP**240 N Cherokee Ln. . . . . Lodi 8-0605  
Pickering Tire & Battery Serv  
Pacific Tires-Trojan Batteries  
14 W Walnut. . . . . Lodi 9-9085**U S ROYAL TIRES**QUALITY TIRES  
QUALITY RECAPS  
QUALITY REPAIRS

"WHERE TO CALL"

DISTRIBUTORS

**LODI RECAP TIRE SHOP**240 N Cherokee Ln. . . . . Lodi 8-0605  
**ROYAL TIRES OF STOCKTON INC**  
510 E Miner Av Stockton. . . . . H0wr4-4758

DEALER

Parson Union Service  
131 N Cherokee Ln. . . . . Lodi 9-9877**Tires-Repairing**Chapman General Tire Co 210 S School. . . Lodi 9-5408  
**LODI RECAP TIRE SHOP**  
240 N Cherokee Ln. . . . . Lodi 8-0605**Tires-Retreading & Recapping**

BOHNET'S 8 N Cherokee Ln. . . . . Lodi 8-0613

**CHAPMAN GENERAL TIRE CO**RECAPPING & REPAIRING  
NEW & USED TIRES  
TRUCK — AUTO — TRACTOR  
All Work Guaranteed

210 S School. . . . . Lodi 9-5408

**LODI RECAP TIRE SHOP**

240 N Cherokee Ln. . . . . Lodi 8-0605

**NAGELS SERVICE****RECAPPING**Distributor of Gates  
and Kelly-Springfield  
Tires

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**PERRIN'S BODY & TIRE SHOP****RECAPPING**NEW & USED TIRES  
BODY & FENDER WORK  
AUTO GLASS — RADIATORS

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

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 hummmm of the dial tone.
3. Keep your eye on the dial.
4. Wait a minute before you decide your party isn't home.

**Title Companies**Security Title Insurance Co  
217 N San Joaquin Stockton  
From telephones served by the  
following exchange  
Lodi  
(No Inter-City Charge)  
Ask Operator for-----ENTrprise 1-1345**SECURITY TITLE INSURANCE CO-STOCKTON  
GUARANTY TITLE OFFICE**Office of  
**SECURITY TITLE INSURANCE  
COMPANY**  
K. G. Poile, Vice Pres. & Mgr.  
40 S Sn Joaquin Stktn. . . . . H0wr4-9801Security Title Insurance Co-Stockton Guaranty  
Title Office 40 S San Joaquin Stockton  
From telephones served by the  
following exchange  
Lodi  
(No Inter-City Charge)  
Ask Operator for-----ENTrprise 1-1338**STOCKTON ABSTRACT & TITLE CO**  
26 S Sn Joaquin Stockton. . . . . H0wr4-6815  
From telephones served by the  
following exchange  
Lodi  
(No Inter-City Charge)  
Ask Operator for-----ENTrprise 1-0825**Toilets-Chemical-See Chemical Toilets****Tomato Products-See Food Products****Tool Grinding & Sharpening**

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

**Tools-Electric-See Electric Tools; also Tools Headings****Tools-Rentng**Freitas Supply & Equip Rental  
625 N Sacto. . . . . Lodi 9-9670**Tools-Whsle & Mfrs****BUETHE J D TOOL CO**  
225 N Washington. . . . . Lodi 9-5908  
Lodi Mfg Co 615 N Church. . . . . Lodi 8-1308  
Oakland Carbide Engineering & Mfg Co  
1232-51st Av Oakland. . . . . KElog 2-7669**Tourist Courts-See Motels****Tourists' Agencies-See Travel Bureaus****Towing Service-Automobile & Truck**

See Automobile Towing

**Toys-Retail**Haven's Hardware  
We Give S & H Green Stamps  
606 S Central Av. . . . . Lodi 9-6869**Tractor Parts**California Tractor & Equipment Corp  
1247 S Wilson Wy Stockton. . . . . H0wr4-6-7064**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.

**Tractors****ALLIS CHALMERS TRACTORS--**FARMERS EQUIPMENT CO  
1895 E Charter Wy Stockton. . . H0wr4-6-6764  
MOORE EQUIPMENT CO INC  
Sales-Service-Parts-Rentals  
N Hwy 99 Stockton. . . . . H0wr4-7-641**BECHTHOLD TRACTOR SERV**

SALES &amp; SERVICE

OLIVER

TRACTORS — FARM EQUIPMENT

BE-GE — IRON AGE

ROUTE 1 BOX 120 LODI

1 Mile East of Victor

Victor Rd. . . . . Lodi 8-2031

Farmers Equipment Co  
1895 E Charter Wy Stockton. . . . H0wr4-6-6764**FORD TRACTORS--**

SALES &amp; SERVICE

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

**GRACO**

International Crawler Tractors

Wheel Tractors

"FARMALL" TRACTORS

SCRAPERS &amp; BULLDOZERS

Sales — Service — Repairs

Used Tractors

126 S Main. . . . . Lodi 9-4716  
400 S Wilson Wy Stktn. . . . . H0wr4-5-5953**HOLT BROS**

Sales &amp; Service

Caterpillar &amp; John Deere

Tractors — Farm Implements

Harvesters — Killefer Tools

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

**LEACH DON**MINNEAPOLIS-MOLINE  
TRACTORS

Sales — Service

TOWNER — MORRILL — BE-GE

Harvest-Handler Grape Elevators

230 N Stockton. . . . . Lodi 8-1532

**OLIVER TRACTORS--**

BECHTHOLD TRACTOR SERV

Victor Rd. . . . . Lodi 8-2031

**Tractors-Rentng**Freitas Supply & Equip Rental  
625 N Sacto. . . . . Lodi 9-9670**Tractors-Repairing**AL'S GARAGE Lower Sacto Rd. . . . . Lodi 9-6804  
Bechthold Tractor Serv Victor Rd. . . . . Lodi 8-2031  
GRACO 126 S Main. . . . . Lodi 9-4716  
**PORTABLE TRACK SERVICE**  
2673 Freeport Bl Sacramento. . . . . GIlbrt 3-7361**Tractors-Used**

CALIFORNIA TRACTOR &amp; EQUIPMENT CORP

USED TRACTORS

Good Used Parts

New &amp; Used Bearings

New &amp; Used Bulldozers

1247 S Wilson Wy Stktn. . . . . H0wr4-6-7064

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**Trade Mark Registering**

See Patent Attorneys & Agents

**Trailer Equipment & Parts**

**ALKEN COMPANY**  
2634 N Wilson Wy Stockton.....H0wrđ 3-2283

**Trailer Parks**

**FROLIC'S TRAILER COURT**  
1235 S Sacto.....Lodi 8-1440

**LODI TRAILER VILLAGE & TRAILER SALES**  
M J Seeley  
320 N Cherokee Ln.....Lodi 9-9964  
Palms Motel 845 S Cherokee Ln.....Lodi 9-9978

**SYCAMORE TRAILER PARK**  
WALTER HEALEY - Owner  
COMPLETE  
TRAILER PARKING FACILITIES  
HEATED SHOWERS & REST ROOMS  
LAUNDRY FACILITIES  
TCMA APPROVED TRAILER COURT  
5 Miles North of Lodi on  
99 Hwy & Jahant Rd.....Lodi 8-1235

**Twin Oaks Trailer Court**  
S Cherokee Ln.....Lodi 9-2553

**Trailers-Automobile Coach**

**Lodi Trailer Village & Trailer Sales**  
M J Seeley  
320 N Cherokee Ln.....Lodi 9-9964

**RALPH'S TRAILER SALES**  
SPECIALIZING IN VACATION  
& TRAVEL TRAILERS  
USED TRAILERS  
Bought - Sold - Consigned  
VACATION TRAILERS FOR RENT  
821 S Cherokee Ln.....Lodi 9-6368  
Residence.....Lodi 9-6836

Advertise here—it pays.

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HITCHES FURNISHED  
LOCAL - ROUND TRIP

Also  
NATIONWIDE  
"ONE WAY SERVICE"

PHONE  
**LODI 9-4631**

**AL'S SIGNAL SERVICE**  
COR. LODI AVE. & SACTO ST.

**TRUCK BODIES**



**PIKE**

SEMIS - VANS  
FLAT BEDS - PULL TRAILERS

COMMERCIAL -  
BODY and TRAILER

Alterations & Repairs On All Makes  
**SERVICE**  
NEW & USED PARTS  
Air & Vac Brake Repair & Service

**COMMERCIAL BODY & TRAILER SERVICE**

710 HARBOR BLVD.  
W. SACRAMENTO **HUDSON 1-1413**

**Trailers-Automobile Utility**

Central Valley Co 2 W Lockeford.....Lodi 9-5873  
Heilite Trailers 660 E Lkfd.....Lodi 9-5653

**Trailers-Renting**

**AL'S SIGNAL SERVICE** 229 S Sacto... Lodi 9-4631  
(See Advertisement This Page)  
Freitas Supply & Equip Rental  
625 N Sacto.....Lodi 9-9670

**NATIONWIDE TRAILER RENTAL SYSTEM-**  
AL'S SIGNAL SERVICE  
229 S Sacto.....Lodi 9-4631

**TROV'S TRAILER RENTALS**  
Vacation House Trailers for Rent  
677 E Lkfd.....Lodi 9-6840

**U-HAUL RENTAL TRAILERS**

AMERICA'S FINEST RENTAL  
TRAILERS Cost No More!  
For local rentals or ONE WAY  
ANYWHERE, use Streamlined  
Orange and Black U-HAUL CO,  
TRAILERS.



A Model to Fit Your Needs! A Hitch to Fit Your Car!

"WHERE TO RENT THEM"

**SPURGIN'S RICHFIELD SERVICE**  
225 S Cherokee Ln.....Lodi 9-9886

**Trailers-Repairing**

**ALKEN COMPANY**  
2634 N Wilson Wy Stockton.....H0wrđ 3-2283

**Trailers-Truck**

Commercial Body & Trailer Service  
710 Harbor Bl Sacramento.....HUDsn 1-1413  
(See Advertisement This Page)

**TRAILMOBILE TRAILERS**

New and Used  
TRUCK TRAILERS  
All Types  
Complete Service & Parts  
For All Makes of Trailers!



"WHERE TO BUY THEM"

**TRAILMOBILE INC**  
Resident Salesman  
1157 W Vine Stockton.....H0wrđ 5-9202

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**CHARLES TRAVEL SERVICE**

RESERVATIONS  
HOTELS - RESORTS  
TOURS - CRUISES

Steamship - Railroad - Airplane

125 N Hunter Stktn.....H0wrđ 6-9096

Charles Travel Service  
125 N Hunter Stockton.....H0wrđ 6-9096  
(See Advertisement This Page)

**Trenching Contractors-See Contractors-Ditching**

**Trophies**

**GREBITUS EDW A & SON**  
1108 J Sacramento.....6lbrt 2-9081  
Town & Country Shop  
Fulton & Marconi Av Sacramento-IVnho 7-7107  
Weideman's Trophy House  
1315 Broadway Sacramento.....6lbrt 2-2451

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Shelton's Fish Hobby  
1235 N Wilson Wy Stockton.....H0wrđ 3-8727

Keep the Classified Telephone Directory handy; it can save you time and effort.

**"Your Local Travel Agent"**

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RESERVATIONS AND TICKETS  
FOREIGN AND DOMESTIC**

ALASKA  
UNITED STATES  
SOUTH AMERICA  
HAWAII  
MEXICO

EUROPE  
CENTRAL AMERICA  
WEST INDIES  
CARIBBEAN  
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Individual & Escorted Tours & Cruises

NO SERVICE CHARGE

**HOward 6-9096**

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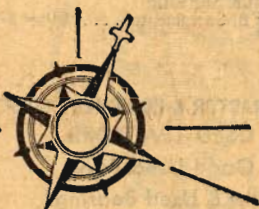


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**125 N. HUNTER STOCKTON**





**Trucking**

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

**CITY TRANSFER CO**

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

Delta Lines Inc Stockton  
 From telephones served by the  
 following exchange  
 Lodi  
 (No Inter-City Charge)  
 Ask Operator for-----ENTprise 1-0576

**GUTIERREZ M A TRUCKING CO**

**GENERAL HAULING**  
**"Trucks at Your Service"**  
**LABOR CONTRACTOR & FARMER**  
 PO Box 324, Thornton  
 Canal Ranch .....Lodi 9-9314

**JOHNS & POHLE TRUCKING CO**

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

Johns Robt 330 Daisy Av.....Lodi 9-6791  
 Johnston Jas E  
 Heavy Equipment Hauling  
 2915 E Miner Stockton.....HOwrd 5-3621

**LODI TRUCK SERVICE** S Cherokee Ln..Lodi 9-5121  
 From telephones served by the  
 following exchange  
 Stockton  
 (No Inter-City Charge)  
 Ask Operator for-----ENTprise 1-0646  
 (See Advertisement This Page)

**MERCHANTS EXPRESS CORP**  
 1000 S Aurora Stockton  
 From telephones served by the  
 following exchange  
 Lodi  
 (No Inter-City Charge)  
 Ask Operator for-----ENTprise 1-0512

**NAVAJO FREIGHT LINES INC**  
 26 N Lincoln Stockton.....HOwrd 6-9057

Pacific Freight Lines Stockton  
 From telephones served by the  
 following exchange  
 Lodi  
 (No Inter-City Charge)  
 Ask Operator for-----ENTprise 1-0648

Propane Truck Service 633 Victor Rd...Lodi 8-0109  
 Schauer John E 2 N Avena.....Lodi 9-2387  
 Skibo Bruno S 99 Hwy.....Lodi 9-2565

Valley Express Co 1207 S Aurora, Stockton  
 From telephones served by the  
 following exchange  
 Lodi  
 (No Inter-City Charge)  
 Ask Operator for-----ENTprise 1-0548

Valley Express Co 336 E Locust.....Lodi 8-2064  
 Valley Lines 336 E Locust.....Lodi 8-2064  
 Western Truck Lines Ltd 336 E Locust--Lodi 8-2357

**NEWSPAPER FIREWOOD**

To make a small grate or stove fire, or to kindle a big one, use old newspapers which have been rolled up tightly, soaked overnight in water, squeezed out and allowed to dry for several days. The tighter they are squeezed, the better firewood they make.

**Trucks-Industrial**

**CONNELL MOTOR TRUCK CO INC**  
 2211 N 99 Hwy Stockton.....HOwrd 6-8984

**HYSTER MATERIALS HANDLING TRUCKS--**  
**HYSTER CO**  
 4445-3d San Francisco.....MIssn 8-0680

**LIFT TRUCK SERVICE CORP**  
 2211 N 99 Hwy Stockton.....HOwrd 6-8984

**TOWMOTOR FORK LIFT TRUCKS**

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



**"WHERE TO BUY IT"**

**FACTORY BRANCH**

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

**YALE--**  
**INDUSTRIAL TRUCK SALES**  
 563-2d San Francisco.....YUkon 6-4261

**Trucks-Motor, Bodies-New**

**CARL'S CABINET SHOP**  
 Flat Bed Bodies Made to Order  
 1201 S Sacramento-----Lodi 9-5919

**EXPLOSION IN OVEN?**

If you burn the inside of the oven with an exploded potato or something, soak a cloth in ammonia and let it stay on the burned places an hour or so, after which you can scrape the spots clean without harming the enamel.

**Trucks-Motor, Dealers-New**

Brown L G 216 S Sacto-----Lodi 8-0621  
 (See Advertisement This Page)

**CHEVROLET ADVANCE-DESIGN TRUCKS**

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



**"WHERE TO BUY IT"**

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

**CONNELL MOTOR TRUCK CO INC**  
 2211 N 99 Hwy Stockton.....HOwrd 6-8984

**DODGE JOB-RATED TRUCKS--**  
**DREW JOHN MOTORS**  
 2 W Lockeford.....Lodi 9-2739  
 (Continued Next Page)

**L. G. BROWN**  
**GMC TRUCKS**



**Sales & Service**

**OLDSMOBILE**

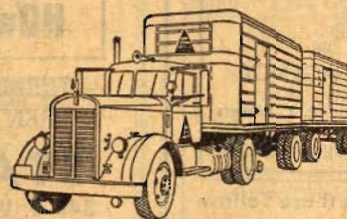


**Sales & Service**

**Phone Lodi**  
**8-0621**

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

**LODI TRUCK SERVICE**



**TRUCKS FOR EVERY PURPOSE**

**FLAT RACKS - FREIGHT VANS - TANK TRUCKS**  
**COMMON CARRIER - GENERAL COMMODITIES**

**ALL CARGO INSURED**

**HEAVY DUTY WRECKER**

**LODI 9-5121**

If No Answer Call Lodi 9-4613 or Lodi 9-4580

**S. CHEROKEE LANE**

1 Block So. of Kettleman Ln. East Side of 99 Hwy.

**LODI**



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

**FORD TRUCKS SALES & SERVICE**

FORD ECONOMY TRUCKS  
SAVE TIME-SAVE MONEY  
LAST LONGER!



"WHERE TO BUY IT"

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

**G M C TRUCKS—**  
**MOORE EQUIPMENT CO INC**  
Sales-Service-Parts  
N Hwy 99 Stockton.....H0wr4-7641

**GRACO**  
**International Motor Trucks**  
Gasoline & Diesel  
**WEST COAST SPECIALS**  
Used Trucks  
126 S Main.....Lodi 9-4716

**PETERBILT TRUCK SALES & SERVICE**  
2211 N 99 Hwy Stockton.....H0wr4-8984

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

**CONNELL MOTOR PARTS CO**  
340 N Wilson Wy Stockton-----H0wr4-7935  
Loren's Supply Serv 1015 S Church.....Lodi 9-2451

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

**Trucks-Motor, Rental**

A-1 Truck Rental Co  
300 S California Stockton.....H0wr3-3578  
(See Advertisement This Page)  
**HERTZ RENT-A-CAR SERVICE LICENSEE**  
220 S San Joaquin Stockton-----H0wr4-1545  
If no answer call Stockton-----H0wr2-7489  
**LEEWAY TRUCK RENTAL**  
Main & Wilson Wy Stockton-----H0wr5-7061  
Stockton Rent-A-Truck  
400 N Calif Stockton.....H0wr4-1670

**Trucks-Motor, Repairing**

**GRACO** 126 S Main.....Lodi 9-4716  
**STOCKTON FUEL PUMP SERVICE**  
AUTHORIZED  
**CUMMINS ENGINE AGENCY**  
R. L. Waugh R. L. Walters  
320 N Wilson Wy Stktn-----H0wr6-6749

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YOU DRIVE**  
REASONABLE RATES  
By  
**DAY - WEEK - MONTH**  
Pick-ups - Vans - Racks  
**A-1 Truck Rental Co.**  
**LODI 9-2608**  
HEUPEL & NIES ASSOCIATED SERVICE  
PINE & 99 HWY.  
IN STOCKTON  
300 So. California, Stockton H0ward 3-3578

**TYPEWRITERS**

RENTALS - SALES - SERVICE  
Exclusive Distributor for  
**UNDERWOOD STANDARD  
UNDERWOOD ALL-ELECTRIC**  
All Makes of Portables



USED UNDERWOOD - REMINGTON  
ROYAL & L. C. SMITH  
Rent For As Low As \$3.00 Per Month  
Fully Guaranteed  
ONE YEAR TO PAY - No Carrying Charge

**SAN JOAQUIN**



**BUSINESS MACHINES**  
114 NORTH CALIFORNIA STREET  
**Stockton - H0ward 5-5881**

**TYPEWRITERS**

59.95 UP - NEW  
19.50 UP - USED

STOCKTON  
**H0ward 6-6769**

TERMS - \$5.00 MO. UP  
RENTALS - REPAIRS

**STANDARD**

340 E. Weber Ave., Stockton

**TYPEWRITERS**

ADDING MACHINES - CHECKWRITERS  
All Models For Immediate  
SALES

SERVICE RENTALS



RENTAL PURCHASE PLAN

**SIEGFRIEDS'**

Since 1917

PHONE  
**LODI 9-9058**

6 W. PINE

LODI

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**Trusses-Roof-See Roof Trusses**

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**DRAKE STEEL SUPPLY CO**  
135 N Hunter Stockton.....H0wr4-7507

**Tuxedos-Renting**

**BROWN'S COSTUME SHOP**  
DRESS SUITS  
SOLD - RENTED  
Tuxedos - White Dinner Jackets  
COSTUMES FOR ALL OCCASIONS  
Open 9 A.M. Till 5:30 P.M.-Eve. By Appt.  
40 S American Stktn.....H0wr2-2867

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TUXEDOS - DRESS SUITS  
RENTED  
COMPLETE WITH DRESS SHIRTS  
TIE - CUFF LINKS - SHOES  
WHITE DINNER JACKETS - CUTAWAYS  
New Stock - All Sizes  
25 N California Stktn.....H0wr3-2220

Capital Costumes  
813 1/2 J Sacramento.....HUdsn-4-0528  
Selix Formal Wear  
The Best Costs do More  
Or Write for Name of Our Local Dealer  
123 Kearny S F-----YUkon 6-6212

**Typewriters**

A-1 Home Typewriters  
New \$59.95 Up-Used \$19.50 Up  
340 E Weber Av Stockton-----H0wr4-6769  
Curry's Stationery 20 S School.....Lodi 9-2672

**ROYAL TYPEWRITERS—**  
**LLOYD'S BUSINESS MACHINES**  
35 N American Stockton.....H0wr4-0340

San Joaquin Business Machines  
114 N California Stockton.....H0wr5-5881  
(See Advertisement This Page)  
Siegfrieds' 6 W Pine.....Lodi 9-9058  
(See Advertisement This Page)  
Standard Office Equipment Co  
340 E Weber Av Stockton.....H0wr6-6769  
(See Advertisement This Page)

**UNDERWOOD TYPEWRITERS—**  
**PORTABLE DEALER**  
**SAN JOAQUIN BUSINESS MACHINES**  
114 N California Stockton.....H0wr5-5881

**Typewriters-Renting**

**SAN JOAQUIN BUSINESS MACHINES**  
RENT AS LOW AS \$3.00  
PER MONTH. BUY FOR AS  
LOW AS \$5.00 PER MONTH  
First Rental Payment Applies on Purchase  
No Interest - No Carrying Charge  
Portable and Standard - All Makes  
114 N California Stktn.....H0wr5-5881

Siegfrieds' 6 W Pine-----Lodi 9-9058  
Standard Office Equipment Co  
340 E Weber Av Stockton-----H0wr6-6769

**Typewriters-Repairing**

San Joaquin Business Machines  
114 N California Stockton.....H0wr5-5881  
Standard Office Equipment Co  
340 E Weber Av Stockton-----H0wr6-6769  
Wright's 105 S School.....Lodi 9-2743

**Typewriters-Used & Rebuilt**

San Joaquin Business Machines  
114 N California Stockton-----H0wr5-5881



**Undertakers-See Funeral Directors**

**Unit Heat-See Furnaces Headings; also Heaters**

**United States Government Offices**

See Alphabetical Directory under "U S Government"

**Upholsterers**

**A-1 UPHOLSTERING CO**

16 W Elm-----Lodi 8-1031  
 (See Advertisement This Page)  
 Abel Upholstery 726 W Lodi Av. .... Lodi 9-9485  
**CLEMINGS W G** 207 S Hutchins-----Lodi 8-1367  
 (See Advertisement This Page)  
 Reube's Auto & Upholstery Shop  
 See Our Ad for Auto Seat Covers  
 18 E Tokay.....Lodi 9-5658

Your telephone is one of today's best bargains.

**A-1 Upholstering & Furniture Co.**



Slip Covers - Drapes & Spreads  
 Repairing - Recovering - Remodeling  
 New Sets Made-to-Order  
 Free Estimates - Guaranteed Work

Call **LODI 8-1031**

16 W. ELM ST.

LODI

**W. G. CLEMINGS**

**Upholstery - Draperies**



Reliable, Reasonable, Responsible  
 RECOVERING OF ANTIQUES

Call **LODI 8-1367**

207 S. Hutchins

Lodi

**Upholstery Cleaners**



FOR PICK-UP & DELIVERY

Phone

**LODI 9-3238**

If no answer call Lodi 8-0582

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

**LANGLOIS & MEIER**

1219 S. SACRAMENTO

LODI

**Upholstery Cleaners**

**LANGLOIS & MEIER**

1219 S Sacramento .....Lodi 9-3238  
 (See Advertisement This Page)  
**ROY & DAVE CLEANERS** 209 Watson..Lodi 9-4046

**Vacuum Cleaners-Dealers**

Boss Appliance Store  
 1305 Buena Vista Stockton.....H0wrd 5-5973  
 Electrolux Authorized Agcy  
 21 W Lodi Av. ....Lodi 9-4890  
 If no answer call .....Lodi 9-3155  
**ELECTROLUX AUTHORIZED AGCY**  
 John Oster-Representative  
 315 W Lodi Av. ....Lodi 9-5593  
 (See Advertisement This Page)  
 Electrolux Corp 22 N School-----Lodi 9-9750  
 Emery & Brown Electric 109 S School...Lodi 8-0676

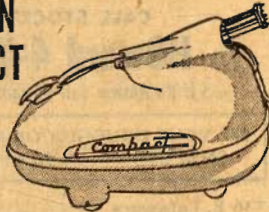
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**LODI BRANCH STOCKTON VACUUM CLEANER CO.**

FEATURING

**REVELATION & COMPACT**

10 YEAR GUARANTEE



• WE BUY & REPAIR ALL MAKES



POLISH-AIRE FLOOR POLISHERS

- ★ REXAIR
- ★ KIRBY'S
- ★ ELECTROLUX

**LODI VACUUM SUPPLY**

**LODI 8-2793**

114 W. ELM

**ELECTROLUX®**

THE ONLY CLEANER YOU NEVER HAVE TO EMPTY IT'S AUTOMATIC

The Only Authorized Sales - Service - Supplies

CALL

**LODI 9-5593**  
**LODI 9-4890**

Bonded Representative Will Call By Appointment

**Electrolux Corporation**

**Vacuum Cleaners-Dealers-(Cont'd)**

**LEWYT SALES AND SERVICE**

Only Lewyt Rolls on Big Rubber Wheels  
 Rolls ready-to-use from your closet. Swivels, rolls with all tools room-to-room. More power - 7/8 HP input. Instant dust disposal. Suction control dial. 5 air filters for dust allergy sufferers.



"WHERE TO BUY THEM"

SALES DEALER

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

Lodi Vacuum Supply 114 W Elm-----Lodi 8-2793  
 (See Advertisement This Page)

**REXAIR SALES & SERVICE**

1036 N El Dorado Stockton.....H0wrd 4-1343  
 Singer Sewing Machine Co 5 W Pine----Lodi 9-3295

**Vacuum Cleaners-Parts & Supplies**

Lodi Vacuum Supply 114 W Elm-----Lodi 8-2793

**Vacuum Cleaners-Renting**

Lodi Vacuum Supply 114 W Elm-----Lodi 8-2793

**Vacuum Cleaners-Repairing**

Lodi Vacuum Supply 114 W Elm-----Lodi 8-2793

**Valves**

**GUNTERT & ZIMMERMAN**

Lindsay & Monroe Stockton.....H0wrd 4-8712  
**HARRIS FRANK T**  
 Siphon Breaker & Air Relief Valve  
 450 Loma Dr-----Lodi 9-3784

**Variety Stores**

Barner G W & Co 12 N School.....Lodi 9-9940  
 Matney's South Central Five & Ten  
 608 S Central Av-----Lodi 9-5519  
 Ninety Nine Variety 99 Hwy.....Lodi 9-9681  
 Sprouse-Reitz Co Inc 112 S School.....Lodi 9-5985  
 Woolworth F W Co 115 S School.....Lodi 9-3207

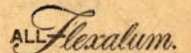
**Vegetables-See Fruits & Vegetables Headings**

**Veneers-See Plywood & Veneers**

**Venetian Blind Dealers & Mfrs-Retail**

**ALL-FLEXALUM VENETIAN BLINDS**

Only All-FLEXALUM venetian blinds have "spring-tempered" aluminum slats, "wipe clean" plastic tapes, slim nylon cords, "whisper quiet" operation. Custom made; completely color matched or over 192 color combinations. Exclusive decorating advantages.



"WHERE TO BUY THEM"

DEALER

**Gienger Linoleum Serv**

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

**Sousa's Venetian Blind Service Mfrs**

1120 W Fremont Stockton.....H0wrd 3-5509

**Venetian Blind Renovating**

Hepper Furniture Co 730 W Lodi Av----Lodi 9-7531

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.