Veterinarians

Carleton Thomas J 325 W Lockeford . Lodi 9-9794
Dow Carroll E 39 N Ham Ln. Lodi 9-6601
Residence call . Lodi 9-6429
Grim Alfred C 39 N Ham Ln. Lodi 9-6601
Residence . Lockford 96
Harris H C 39 N Ham Ln. Lodi 9-6601
Residence call . Lodi 9-6601
Residence call . Lodi 9-46601
Residence Call . Lodi 9-4674
Low David L 235 Lincoln Wy . Galt 3471
Nelson Geo W I
Limited To Small Animals
Dogs-Cats-Birds & Pets
1234 N Wilson Wy Stockton . HOwrd 3-1234
SAUNDERS F H
336 E Lafayette Stockton . HOwrd 4-4521
Stanton J E 235 Lincoln Wy . Galt 3471

Veterinary Hospitals

Animal Clinic
Dr Wilson C Kelly
Lwr Sacto Rd

Animal Hospital
Dr Carroll E Dow
Dr Alfred C Grim
Dr H C Harris
39 N Ham Ln.
California Dog & Cat Hospital
Dr J J Waidhofer
Specializing In Ear Cropping
848 S California Stockton.
HOwrd 5-5726
Lodi Veterinary Hospital
Dr Thomas J Carleton
325 W Lockeford.
Nelson Geo W I
Limited To Small Animals
Dogs-Cats-Birds & Pets
1234 N Wilson Wy Stockton.
HOwrd 3-1234

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

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately so that they need not be placed again . . . teaches children the little telephone courtesies.

STOCKTON VETERINARY SUPPLY & HOSPITAL

DR. F. H. SAUNDERS, Owner



SUPPLIES FOR ALL LIVESTOCK

INCLUDING DOGS & CATS

Serums - Vaccines - Drugs INSTRUMENTS & SYRINGES

Everything for

HORSES - CATTLE - SHEEP HOGS & POULTRY

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DAIRY SUPPLIES
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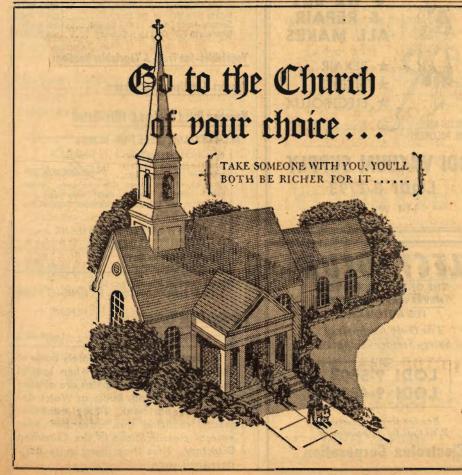
HOward 4-4521

If No Answer Call HOward 2-7201

SEE YOUR DRUGGIST OR MAIL DIRECT Mail Orders Given Prompt Attention

336 E. Lafavette

Stockton



Veterinary Supplies

Animal Hospital 39 N Ham Ln....Lodi 9-6601
Lodi Veterinary Hospital
325 W Lockeford------Lodi 9-9794
Stockton Veterinary Supply Co
336 E Lafayette Stockton....H0wrd 4-4521
(See Advertisement This Page)
Surge Dairy Supplies
2600 N Wilson Wy Stockton----H0wrd 4-5139
VALLEY VETERINARY SERVICE & SUPPLY
CO 235 Lincoln Wy.....Galt 3471
5880 Stockton BI Sacramento...HUntr 6-8317

Visible Record Systems

See Filing Equipment & Supplies

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More than just "vitamins"!
NUTRILITE is the only vitaminmineral food supplement with
the exclusive NUTRILITE
natural plant-base. Never sold in
stores. Available only through
NUTRILITE Distributors.



"WHERE TO CALL"

Marshall Peter C 200 S Orange Av---Lodi 8-1005

Wall Coverings

See Specific Kinds, I.e., Canvas Products; Wallpaper Headings; Linoleum Headings; Tile Headings; Etc.

Wallpaper-Dealers

COX PAULT

ONE OF NORTHERN CALIFORNIA'S
LARGEST COLLECTIONS
OF
FINE WALLIPAPER

MARTIN SENGUR PAINTS

2311 N El Dorado Stktn ---- HOwrd 4-9373

DERRICK MORWEAR PAINT STORE

Select from Our Wide Assortment
DOMESTICS — HANDPRINTS
IMPORTS — SCENICS — MURALS

Lef Us Help You Make Your Walls Wanderful

130 N School......Ladi 9-6835

LODI PAINT & WALLPAPER CENTER

A COMPLETE SERVICE FOR COLOR HARMONY

WALLPAPER OF DISTINCTION SHEETWIN-WILLIAMS PAINTS BRUSHES - SUPPLIES

18 W Eim-----Lodi 9-5869

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

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See Army & Navy Goods; also Surplus Merchandise

Warehouses-Public

CITY TRANSFER COT

Household Goods
General Merchandise
STORAGE

MOVING - PACKING - CRATING Mayflower Warehouse

336 E Locust.....Lodi 8-1353

The Yellow pages save you time.

Washing Machines—Dealers

BENDIX AUTOMATIC HOME LAUNDRY-

GRAY'S 106 W Elm. Lodi 8-0681

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

LODI HOME APPLIANCE

We Specialize in

MAYTAG Sales & Service

110 S 99 Hwy------Lodi 8-2683

Lodi Home Appliance 110 S 99 Hwy----Lodi 8-2683 See Advertisement This Page)

MAYTAG FACTORY AUTHORIZED SALES AND SERVICE—

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

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

NORGE WASHING MACHINES-

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

SCHOPP'S PLUMBING & HARDWARE

-- Lodi 8-2686 521 S Central Av----Thompson Refrigeration Service

115 E Lodi Av-----Lodi 9-4493 (See Advertisement This Page) VICTOR HARDWARE Victor -----Lodi 9-4259 (See Advertisement This Page)

WESTINGHOUSE LAUNDRY EQUIPMENT-SCHULZ HARDWARE

712 W Lodi Av---

-----Lodi 9-6925

WHIRLPOOL HOME LAUNDRY EQUIPMENT

MADISON'S 45 S Sacto-----Lodi 9-4481 VICTOR HARDWARE VictorLodi 9-4259

Washing Machines-Repairing

LODI HOME APPLIANCE

We Specialize

in

MAYTAG Sales & Service

110 S 99 Hwy------Lodi 8-2683

MAYTAG SALES & SERVICE
We Repair All Makes Of Washers
7 W Elm. Thompson Refrigeration Service 115 E Lodi Av......Lodi 9-4493

Wafches

GREBITUS EDW A & SON

Yown & Country Shop Fulton & Marconi Av Sacramento-IV nho 7-7107

Walches-Repairing

BACKMAN'S JEWELRY

Town & Country Shop
Fulton & Marconi Av Sacramento-IVnho 7-7107
Guptill's Jewelry Store :22 \$ School-----Lodi 8-0,559

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

MERCURIO TONY

EXPERT

WATCHMAKER TONY MERCURIO

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

Advertise here—it pays.

Water Companies—Public Utility

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

Water Filters—See Filters

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.

WASHING



Sales & Service

Authorized Sales & Service for

- NORGE
- · APEX
- HAMILTON DRYERS

EXPERT REPAIRS On All Makes & Models

Our Work Guaranteed

-PHONE-

LODI 9-4493

PICK-UP & DELIVERY

THOMPSON REFRIGERATION SERVICE

115 East Lodi Ave.

WHIRLPOOL WASHING MACHINES

COMPLETE LINE OF HOME LAUNDRY EQUIPMENT

VICTOR HARDWARE

LODI 9-4259

VICTOR ROAD

VICTOR





Sales & Service



WE ARE MAYTAG SPECIALISTS

MAYTAG AUTOMATIC WASHER WITH WATER LEVEL CONTROL

> SAVES UP TO 9 GALLONS HOT WATER PER LOAD

Liberal Trade-In Allowance Easy Terms

LODI 8-2683

LODI HOME APPLIANCE

JOHN FULLER

110 S. 99 HWY.

LADDI



ACETYLENE & ELECTRIC

- * SANDBLASTING
 - * STEAM CLEANING
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 - * AIR COMPRESSORS
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ROY'S WELDING WORKS

LODI 9-9418

50 PINKERTON

LODI

Welding



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

Peerless Welding Shop Call LODI 9-5492

101 E. LOCUST ST.

TED'S WELDING & **BLACKSMITH SHOP**



ALL TYPES OF WELDING SHOP & PORTABLE HARDFACING

BUILDER & FABRICATOR

ALL TYPES OF BLACKSMITH & MACHINE WORK

LODI 8-2105

HWY. 12 - P.O. 80X 146 VICTOR

Water Heaters-Dealers

DAY & NIGHT JETGLAS WATER HEATERS-MACO GAS CO 633 Victor Rd-----Lodi 9-2731

RUUD AUTOMATIC GAS WATER HEATERS

Famous for Quality Since 1889 Rust-Proof RUUD-MONEL,

SANIGLAS & Heavy Duty Steel Models. Built to Last Years Longer, Give You More Hot Water Per Dollar. ALL GUARANTEED.

"WHERE TO BUY THEM"

Victor Hardware Victor .

Lodi 9-4259

SCHOPP'S PLUMBING & HARDWARE

Featuring

AMERICAN STANDARD

DAY & NIGHT
RHEEM
WATER HEATERS

SALES & SERVICE

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

WESIX ELECTRIC WATER HEATERS-

WAGERS ELECTRIC SERVICE

-- Lodi 9-2845 Victor Rd -

Water Softening Equipment

CULLIGAN SOFT WATER SERV

NO EQUIPMENT TO BUY NO CONTRACT TO SIGN NO WORK TO DO

WE SOFTEN BOTH

HOT AND COLD WATER Lodi 9-6698 Lodi 9-9003 705 N Sacramento..... If no answer call

LA MAR JIM OF STOCKTON

DOMESTIC & COMMERCIAL

Authorized Roper and Eversoft Distributor

WATER CONDITIONING EQUIPMENT FULL AUTOMATIC - SEMI-AUTOMATIC MANUAL Call Collect

721 N San Joaquin Stktn.... HOwrd 4-1196

VALLEY INSULATION COT

PERMUTIT

ELECTRO-MATIC

WATER SOFTENERS Revolutionary, Newly Designed

Fully Automatic Water Softener Compact - Easily Movable

208 5 School------Lodi 9-3562

Often it is a convenience for various members of your household or business to have personal listings in the Telephone Directory. The cost of these extra listings is small.



Water Well Drilling

DELTA PUMP & SUPPLY

130 N Cherokee Ln....Lodi 9-5836 Gross Bros Twin CitiesGalt 4355

THAYER QUENTIN Y

DOMESTIC & IRRIGATION WELL DRILLING

ASSOCIATED DRILLING CONTRACTORS

All Work Guaranteed

Write P.O. Box 35 or Phone

Locke Rd -----Lockefrd 76

Weather Stripping Contractors

MONARCH METAL WEATHERSTRIP

Controls the Air Keeps your Home Cooler Cleaner more Comfortable

Monarch Tubular Self-Adjusting Weather Stripping

"WHERE TO BUY IT"

VALLEY INSULATION CO

Lodi 9-3562

Weed Burners

Propane-All Sizes-Sold Or Rented 106 W Elm---

----Lodi 8-0681

Weed Control Chemicals

River Farm Supply------WalnutGrove 6-2872 Or call Lodi 9-3887

Weed Control Service

Propane Gas Operated Equipment 106 W Elm----

-Lodi 8-0681

Welding

PEERLESS WELDING SHOP

Hwy 12 - (See Advertisement This Page)
Tokay Welding Shop 920 Victor Rd----Lodi 9-2105
(See Advertisement This Page)

WOODBRIDGE WELDING WORKSLodi 9-5502

Welding Equipment & Supplies

CALIFORNIA WELDING SUPPLY COT

EVERYTHING FOR WELDING" Lincoln Arc Welders - Fleetweld Electrode
Stoody & Ronie Hard Facing Alloys
Stuart Oxygen & Acetylene
Gas Apparatus
Rental All Types of Welding Equip.
Complete Repair Service

230 N Stockton------Lodi 8-2842

HOBART ARC WELDERS SALES & SERVICE-HOBART WELDER SALES & SERVICE ... HEmlok 1-1029

425 Potrero Av S F ... PEERLESS WELDING SHOP

Complete Welding Service & Supplies
Lincola Arc Welders - Fleetweld Electrode
Airco Hard Facing Alloys
- Airco Oxygen & Acetylene
Gas Apparatus
Airco Rods & Supplies

Complete Repair Service

101 E Locust.....Lodi 9-5492

Sullivan-Cassimus Co

Federal-Spot-Seam-Flash Welders

651 Folsom S F-----GArfld 1-5941

Well Casings-Water

PERKINS WELDING WORKS

Folsom Blvd Sacramento.......HUntr 6-8413

Wheelbarrows

Freitas Supply & Equip Rental Lodi 9-9670

Wheels

Stockton Wheel Service 246 W Fremont Stockton------HOwrd 3-3658

Wicker Furniture—See Furniture Headings

Window Screens-See Screens-Window

Window Shades-Refail

Hepper Furniture Co Made To Order 730 W Lodi Av------Lodi 9-7531

Good neighbors are considerate party-line users. Remember these partyline 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.

Windows-Metal

dial.

GETTINS STEEL CO Steel & Aluminum Windows & Steel Bldgs 235 Bayshore BI S F......VAlencia 6-3026

JALOUSIE WINDOWS-

GLASS SERVICE LODI 548 E Walnut

-----Lodi 9-5479

LUPTON ALUMINUM & STEEL WINDOWS-

DISTRICT OFFICE & WAREHOUSE FLYNN MICHAEL MANUFACTURING CO

1441 W Fremont Stockton --- HOwrd 6-7024

DEALER

GLASS SERVICE LODI

548 E Walnut -Lodi 9-5479

MILLER'S MILLWORK MART

CALFIT WINDOWS CASEMENTS
ALUMINUM - STEEL - WOOD
LOUVRE WINDOWS
RUSCO HORIZONTAL & VERTICAL
SLIDE TYPE METAL WINDOWS
SASH - WINDOW SCREENS

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

1. Look up your number in the latest directory.

- 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.

Windows-Wood-See Millwork; also Building Materials

Wineries

ACAMPO WINERY & DISTILLERIESLodi 9-2746 Alex's Winery Telegraph Rd....Lodi 9-2041 Alex S Willery | Telegraph Rd. | Lodi 9-2041 |
Bare J V Davis Rd. | Lodi 9-9480 |
Bear Creek Vineyard Assn Wyandotte Av. Lodi 8-0693 |
Cherokee Winery Acampo | Lodi 9-3220 |
Community Grape Corp N Sacramento | Lodi 8-0078 Del Rio Winery Woodbridge Rd. Lodi 9-3591 East-Side Winery 1600 Victor Rd Lodi 9-4768

ITALIAN SWISS COLONY WINES-

MANITEACTUDEDS

MANUFACIUNERS	No.	
ITALIAN SWISS COLONY .	1	
N Stockton	1 odi	0.5511
CUEWAN IONES N Charles	Lodi	0 5511
SHEWAN JONES N Stockton	Loai	4-2211
1.0		
Liberty Winery Inc Acampo		
Lodi Winery Inc Woodbridge Rd	. Lodi	8-0179
MID-VALLEY WINERY INC		
1601 Victor Rd	Lodi	9-5126
RIO VISTA WINERY Woodbridge		
Selma Winery Inc Woodbridge		
Victor Winery Victor	-Loai	8-0265
WINE GROWERS GUILD		
Wine & Brandy Producer		
Wells Ln	Lodi	9-5151
Winery & Distillery Services		, , , , ,
	Owned	2 1501
532 N San Joaquin StocktonH		
Woodbridge Vineyard Assn Turner Rd	Logi.	9-2614

Wines-Whsle

ELEVEN CELLARS-

REGAL PALE DISTRIBUTING CO OF LODI Live Oak Rd & 99 Hwy--------Lodi 8-0886

Lodi Beverage Co 540 S Sacramento....Lodi 9-3042
MID-VALLEY WINERY INC

Wire-Electric

See Electric Equipment Headings; also Electric Supplies

You'll get quicker service when you dial if you follow these simple steps:

- 1. Listen for the dial tone. This tone is your signal that the equipment is ready to take your call.
- 2. Dial each letter and digit of the number in its right order.
- 3. Draw the dial all the way to the finger stop.
- 4. Remove your finger and let the dial return naturally, without forcing or hurrying.
- 5. If you make a mistake while dialing, hang up for a few seconds and then start your call again.

To Find Someone IN YOUR NEIGHBORHOOD WHO SELLS IT

Looking for someone close by who sells or has a service you want will be easy when you

LOOK IN THE

what price TIME?

Are you one of those people who feel that Time is a "vital commodity" and should not be wasted? Are you looking about for new ways to save YOUR Time?

Do not, then, overlook the Classified Telephone Section. It can help you to save a great deal of time.

Plan your shopping and many other contacts with business people with the aid of the

Classified TELEPHONE SECTION



"Everything in Yardage"

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

Buttons, Buckles & Belts Covered

McCall, Simplicity - Modes Royale & Vogue Patterns

Phone Lodi 9-3118

21 N. School St.

Out of the DISCARD

A few minor repairs on that discarded article will restore its life of usefulness and convenience. You'll find the man who can help you listed in the

Classified TELEPHONE SECTION

NATIONALLY ADVEBTISED ARTICLES

CAN BE TRACED TO THEIR

Local Dealers by looking up

"WHERE TO BUY IT"

in the

Yellow Pages

Wire Products

DRAKE STEEL SUPPLY CO Stockton H0wrd 6-7507

See Electric Equipment Headings; also Electric Supplies

Wire Rope

GUNTERT & ZIMMERMAN

Bethlehem Wire Rope Lindsay & Monroe Stockton.....H0wrd 4-8712 NORTH-WEST WIRE ROPE CO

New-Used-Surplus Wire Rope & Splicing 966-77th Av Oakland.....LOckhavn 2-2953

STOCKTON IRON WORKS Harrison & Lindsay Stockton HOwrd 6-7091

UNION WIRE ROPES

Complete regular line plus special constructions for special purposes in-Cluding Tuffy Slings, Tuffy Draglines,
Tuffy Scraper Rope, Tuffy Dozer Rope,
Tuffy Rotary. Drill Line, Tuffy
Chokers and Tuffy Mining Rope.



"WHERE TO BUY THEM"

MOORE EQUIPMENT CO INC

-- HOwrd 4-7641

Women's Wearing Apparel-Refail

Anita Shop 14B S School	. Lodi	9-5683
DUBOIS SMART SHOP 20 W Pine		
Eastside Dress Shop		
Open Evenings		
Open Evenings 502 E Oak	Lodi	8-2126
ELIZABETH THE 112 S Church	Lodi	9-9046
Fabric Shop The 21 N School	Lodi	9-3118
HOLLY DEPT STORE 16 N School	Lodi	8-0856
LiMai Shop 110 S Church	-Lodi	9-5566
NEWFIELD M & SONS School & Pine.	Lodi	8-0637
TOWN HOUSE FASHIONS 13 N School.	Lodi	9-4376
VIOLA'S DRESSES SPORTSWEAR &		
DEALITY CHODDE 13 M Church	1 adi	0.6372

Woodworkers' Equipment & Supplies

MARWEDEL C W

Woolen Goods

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

Wrecking-Automobile-See Automobile Wreckers

Yardage

See also Specific Headings, I.e., Coffon Goods; Linens; Rayon Fabrics; Silks; Etc

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

Yarn-Refail

Yarn Shop The Ella Suess-Owner Knitting Instruction
100 W Pine Lodi 9-4053

Party-Line Pointers:

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

When You Have FORGOTTEN ... A NAME

Recommended By Someone

> You remember someone having recommended a certain concern or dealer, but can't remember the name recommended.

> > LOOK IN THE

You will probably recognize the name when you see it.

When Looking for a Dealer in your Neighborhood

Time and effort may be saved if the article or service you want to buy can be found in your neighborhood. You'll find the location of your neighborhood dealer when you

LOOK IN THE

Classified SECTION

The Yellow Pages Tell You Where