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- Buyers' Guide and a complete classified business directory
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**47**  
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# INTRODUCTION AND GENERAL INDEX

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R. L. POLK & CO., publishers of more than 1,400 city, county, state and national Directories, present to subscribers and the general public, this, the 1968 edition of the Lodi City Directory, which also includes Acampo, Galt, Lockeford, Victor and Woodbridge.

Confidence in the growth of Lodi's wealth, industry and population, and in the advancement of its municipal and social activities, will be created as sections of this Directory are consulted, for the Directory is a mirror truly reflecting Lodi and vicinity to the world.

The enviable place occupied by R. L. POLK & CO.'S Directories in offices, stores, libraries and homes throughout the country has been established by rendering the best in Directory service. With an unrivaled organization, and having had the courteous and hearty cooperation of the business and professional men and residents, the publishers feel that the results of their labors will meet with the approval of every user, and that the Lodi Directory will fulfill its mission as a source of authentic information pertaining to the community.

## Four Major Departments

The four major departments are arranged in the following order:—

I. THE BUYERS' GUIDE constitutes the first major department of the Directory, printed on yellow paper. In the first section of this department, grouped under appropriate headings, are included the advertisements and business cards of firms and individuals desiring to make a complete presentation of their products or services. Following this is the Classified Business section, which embraces a list of the names and addresses of all business and professional concerns of the community, arranged in alphabetical order under appropriate headings—a catalog of all the activities of the community. The Buyers' Guide represents reference advertising at its best, and merits the attention of all buyers and sellers seeking sources of supply or markets for goods. In a busy and diversified community like Lodi, the necessity of having this kind of information up-to-date and always immediately available, is obvious. The Directory is the common intermediary between buyer and seller, and plays an important role in the daily activities of the commercial, industrial and professional world.

II. THE ALPHABETICAL LIST OF NAMES of residents and business firms and corporations for Lodi, including Acampo, Galt, Lockeford, Victor and Woodbridge, is the second major department, printed on white paper. This is the only record in existence that aims to show the name, marital status, occupation and address of each adult resident and the name, official personnel, nature and address of each firm and

corporation. Telephone numbers as supplied to us on canvass are shown opposite the name.

III. THE DIRECTORY OF HOUSEHOLDERS, INCLUDING STREET AND AVENUE GUIDE is the third major department, printed on green paper. In this section the numbered streets are arranged in numerical order, followed by the named streets in alphabetical order; the residences and business houses are arranged numerically under the name of each street and avenue, and the names of householders and business concerns are placed opposite the numbers. The names of the intersecting streets appear at their respective crossing points on each street. Special features of this section are the designation of owner occupied homes, the listing of telephone numbers and Zip Code numbers.

IV. THE NUMERICAL TELEPHONE DIRECTORY is the fourth major department, printed on blue paper.

### Community Publicity

The Directory reflects the achievements and ambitions of the community, depicting in unbiased terms what it has to offer as a place of residence, as a business location, and as an educational center. To broadcast this information, the publishers have placed copies of this issue of the Directory in Directory Libraries, where they are readily available for free public reference, and serve as perpetual and reliable advertisements of Lodi and vicinity, for businessmen, everywhere realize that the City Directory represents a community as it really is.

### THE DIRECTORY LIBRARY

Through the courtesy of the publishers of the Lodi City Directory, a Directory Library is maintained in the offices of the Lodi Chamber of Commerce for free reference by the general public. This is one of more than 1,000 Directory Libraries installed in cities and towns throughout the United States, Canada and Puerto Rico by members of the Association of North American Directory Publishers, under whose supervision the system is operated.

The publishers appreciatively acknowledge the recognition by those progressive business and professional men who have demonstrated their confidence in the City Directory as an advertising medium, with assurance that it will bring a commensurate return.

**R. L. POLK & CO.,  
Publishers.**



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# LODI

(Courtesy Lodi District Chamber of Commerce)

## STATISTICAL REVIEW

Form of Government—City manager. Incorporated as a city of the 6th class, Dec. 6, 1906.

Population—City, 27,018 (Special census-1966); retail trade area, 50,000 (estimated). American-born 80.6 o/o. Predominating nationalities of foreign born residents: German, Italian and Russian.

Area--5 square miles.

Altitude--51 feet above sea level.

Tax Rates--Combined total property tax rates per \$100 assessed value: Actual City \$1.58; adjusted City \$1.58. County \$2.93. School and others \$4.910. Adjusted total \$9.420. City sales tax, 1 per cent yield, 1964 \$414,164.00.

Climate--Mean annual temperature, 60.1 degrees F.; average annual rainfall, 16.21 inches.

Public Utilities--Municipally-operated electric and water system.

Education--District public school system includes 1 high school (2 campuses) and 12 elementary schools; total enrollment, 6,058; teachers 230; also 3 parochial elementary and 1 parochial high schools.

Public Libraries--1, with 49,901 volumes.

Amusements--Stadium (Grape Bowl), with seating capacity of 21,000. Also 5 auditoriums: Festival Pavilion, seating 3,000; Armory, seating 2,000; high school, seating 1,300; Legion building, seating 600. 1 football field, 1 softball field and 1 hard ball diamond. Rodeos, midget auto and motorcycle races, pageants. 1 moving-picture theatre.

Churches--45, representing 23 denominations.

Radio Stations--K C V R, 1570 kilocycles.

Highways--U. S. 99 and U. S. 50; State 12.

Hospitals--2, with total of 136 beds.

Hotels--4, with total of 200 rooms.

Motels--12, with total of 220 rooms.

Recreation--Woodbridge Golf Club, Lodi Swimming Club, tennis courts. City Recreation Department has 4 full-time employees and 20 winter, 85 summer part-time employees; activities include basketball,



**LODI LAKE PARK** provides 75 acres devoted to water sports, swimming boating, beaching and picnic areas. Park facilities are open to the public daily.

baseball, soft ball, volley ball, badminton, table tennis, horseshoes, croquet, roller skating, bowling, handicraft, swimming, boating and water skiing, drama, majoretting, music workshop, flag football, soccer.

**Parks**—Lodi Municipal Lake Park, with 89.5 acres, 21.5 of which is picnic grounds and beach, and 56 of which is water for swimming, boating and water skiing. 125 acres Park areas; 12 full-time employees.

**Bus Transportation**—Western Greyhound Lines, 36 buses daily. 1 taxi company.

**Railroads**—3: Valley Route of the Southern Pacific and 2 branch lines: Central California Traction Co. (jointly owned by Santa Fe, Western Pacific and Southern Pacific) and Western Pacific (6 miles southwest at Kingdon Station).

**Airports**—2, privately owned.

**Industry**—Main industry of Lodi District is agriculture. Principal crops: Grapes, peaches, plums, cherries, walnuts, almonds, asparagus, celery, tomatoes, spinach, potatoes and onions. Industrial establishments include a food packaging-tire retread molds plant, beverage blending and bottling plant and fertilizer plant. Manufactured products include wines, brandy, canned fruits and vegetables, tire-retreading and steam-cleaning equipment, pumps, cement products, ice cream, sausage and meat products, metal products, precision tools, tents and awnings, foundry products, boxes, aprons, frozen foods, camp trailers, sheet metal products, rubber and dry cereal products.



## GENERAL REVIEW OF LODI DISTRICT

The Lodi District, where nature is superlative, consists of the 4th Supervisorial District of San Joaquin County and contains 248,700 acres or approximately the north one-third of the county. It extends from the foothills of the great Sierra Nevada Mountains on the east to the waterways of San Joaquin, Mokelumne and Sacramento rivers on the west, including thousands of acres of rich reclaimed delta land nationally-known for its productiveness.

Lodi is the principal city in this thriving district, and is surrounded by the following towns and trading centers; Lockeford, Clements, Victor, Acampo, Woodbridge, Thornton, Terminous, Live Oak and Youngstown, and other shipping stations. The district is served by three trans-continental railroads, as well as good waterways, and practically every road in the district is paved or hard-surfaced.

Lodi is located in norther San Joaquin County, in the extreme northern part of the great San Joaquin Valley, on U. S. Highway 99 and U. S. 50 and State Highway 12, fourteen miles north of Stockton and thirty five miles south of Sacramento.

Lodi public schools rank high in California's high-standard educational system. Its union high school is accredited by universities, with splendid scholarship; and its six elementary schools offer every available advantage in educational achievements. Grammar schools of the district surrounding Lodi also are bright spots in the educational picture and are in close touch with the local schools.



**THE GRAPE BOWL** a modern well lighted stadium with a capacity of 21,000. The Grape Bowl is located near the famed Lodi Grape and Wine Festival grounds.



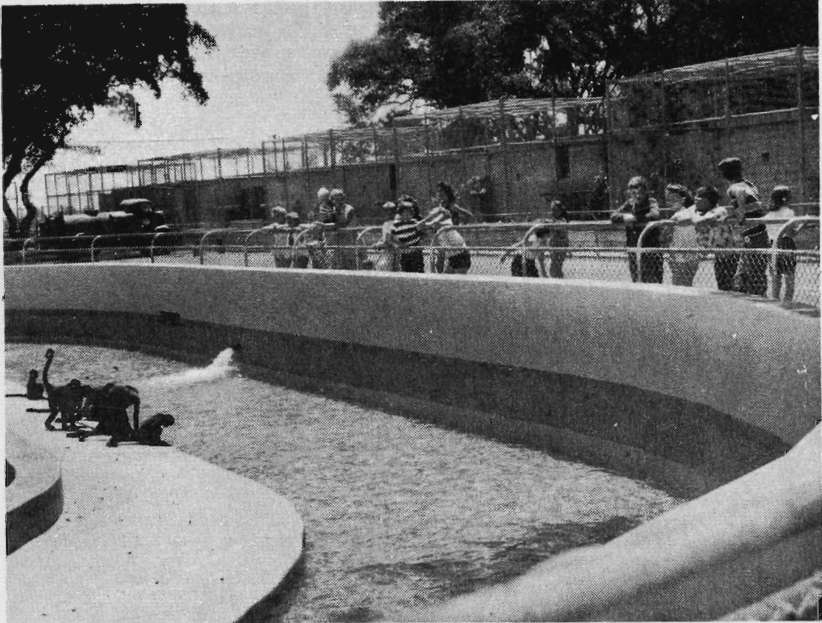
Every month of the year is harvest time in the Lodi District, bathed in California's golden sunshine, the rich soil of the District provides crops of superior size and quality. Lodians do not speak of their crops unless they excel, and yet here is produced the greatest diversification of crops of any district in the nation. Here grow abundantly and profitably almost all kinds of fruits, vegetables, grains, nuts, flowers and shrubs found in any state.

The Lodi District is the home of the FLAME TOKAY GRAPE. It produces over 97 o/o of all Tokay grapes grown in the world. From four to seven million crates of these famous grapes are shipped annually from the Lodi District to the markets of the globe. In addition, the District contributes to fruit bowls and dinner tables, thousands of carloads of brandies, wines, peaches, pears, nectarines, plumbs, prunes, apricots, cherries, melons, celery, asparagus, lettuce, peas, beans, rice, potatoes, sweet potatoes, onions, wheat, barley, oats, corn, hogs, cattle, sheep and poultry. It is an agricultural community of growing diversification. Succulent vegetables and luscious fruits, packed for shipment or canned, roll out of fields and warehouses in "seed-catalog" variety. This District's soil, a rich, sandy loam, is a "Good Provider."

The Lodi District shipping record reveals that 13,000 to 15,000 carloads of farm products are shipped annually, 75 o/o of which is perishable or refrigerated freight, and in addition a vast tonnage of fruits and vegetables is moved by truck. On the average, 240 carloads of products of the soil leave the Lodi District every week of the year.



**THE LODI DISTRICT** is being as well known for its lovely young ladies as its ever expanding quality wine industry. Some 18 district wineries produce champagne, brandy and fine wines for world-wide distribution.



**MICKE GROVE PARK** just three miles south of Lodi, this modern zoo is open to the public daily from 10:00 a.m. to 6:00 p.m. Large swimming pool, Japanese Garden and picnic area also available to the public.

Grapes and wines lead diversified products of this district, which is the center of the American wine industry. The Lodi District is the largest wine grape producing area and has the largest group wineries. The 18 large wineries have a combined capacity of over 40,000,000 gallons. In 1956 Lodi District was given the distinction of "appellation of origin"—the authority to label wine produced and processed in the area as Lodi wine. This Congressional authority is unique in California. All other California wines must be labeled "California." Lodi is becoming known as "America's Sherry Land."

The city of Lodi is proud of its five parks with their tennis courts, ball diamonds, playgrounds, plunge, well-kept lawns, trees, shrubs and flowers. Outstanding among these is the Municipal Lake Park with its clear water, bathing beaches, boating, water ski, picnic grounds, shade trees and drive. Professional baseball is provided by the LODI CRUSHERS, a Chicago Cubs farm club, in the Class A California League. Baseball, football, soft ball and aquatic sports all have their season, and receive the support of the community. Lodi's Municipal Stadium. "THE GRAPE BOWL," is the last word in stadium construction. The scenic and tricky Woodbridge Golf and Country Club course with its natural hazards, grass greens and fairways, is only ten minutes from the business section of Lodi, and there are a half dozen golf courses within 30 to 60 minutes by automobile. Trout streams and mountain lakes in the Sierras are reached by automobile in one to two hours, and two to three hours will take one to dozens of High Sierra resorts, snow-capped peaks, the remarkable Calaveras Big Trees, Yosemite Valley, Lake Tahoe, Silver Lake, the Mother Lode country, and hundreds of scenic and appealing camp sites. in 2½ hours by automobile one can reach San Francisco, Oakland, Berkeley and all San Francisco Bay attractions, and just a little longer time will be required to reach Santa Cruz or Monterey Bay points.



Twenty to thirty minutes' ride will take one to the wonderful striped bass waters of the Delta west of Lodi, also the duck, snipe, pheasant and quail shooting grounds. A half hour trip takes one to Sacramento, the State Capital. The new Camanche Dam only 15 miles east of Lodi is one of the state's finest recreational areas.

The Lodi Grape Festival and National Wine Show is held annually in September on the Festival grounds. Thousands of out of town visitors are attracted to Lodi each year during the period of the Festival.

For additional information on the Lodi District,  
Please contact The Lodi District  
Chamber of Commerce, P. O. Box 149, Lodi, California-95242

