

YELLOW PAGES

MODESTO

(CALIFORNIA)

1960

Including Turlock, Oakdale, Ceres, Denair,
Hughson, Keyes, Riverbank and Salida



The following pages contain . . .

A COMPLETE LIST OF ALL BUSINESS AND PROFESSIONAL CONCERNS OR INDIVIDUALS in alphabetical order under appropriate headings . . . *This list is preceded by . . .* **ADVERTISEMENTS AND BUSINESS CARDS OF FIRMS AND INDIVIDUALS** who desire to present a complete list of their services or products . . . These are grouped together under appropriate headings which are arranged alphabetically.

R. L. POLK & CO.

PUBLISHERS

Copyright, 1960

ADVERTISING

from "THE IDEA TO THE POST OFFICE"



MAILING LISTS . . . ADDRESSING . . . ADDRESSOGRAPHING
MACHINE FOLDING . . . ENVELOPE STUFFING and SEALING
. . . STAMPING and MAILING.

PRINTING . . . MULTILITHING . . . MIMEOGRAPHING . . . LAY-
OUTS . . . ARTWORK . . . COPYWRITING.

ADDITIONAL SERVICES: Multilith Plates . . . Mimeograph
Stencils . . . Addressograph Plates
Speedomat Plates . . . Photo Negs.

**ASSOCIATED ADVERTISING SERVICE . . . 711 14th STREET
MODESTO, PHONE LAMBERT 3-7404**

NEED A



PAINTER



PLUMBER



ROOFER



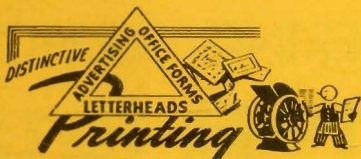
CONTRACTOR



FLOORMAN



CONSULT the YELLOW PAGES in THIS DIRECTORY



MARVIN L. COATS

Printed Advertising Specialties

BOOK MATCHES

CALENDARS

NOVELTIES



PENNANTS

BUMPER STRIPS

Restaurant Specialties — Menu Covers

PHONE Lambert 2-5049

MODESTO

P.O. Box 1931

1440 Walker

ANSWERING SERVICE

Tel. LAMBERT 4-4482 — Tel. LAMBERT 4-5213

**A-1 TELEPHONE ANSWERING SERVICE
MEDICAL EXCHANGE**

Subsidiary of Midland Sales, Inc.

819-D 15th STREET**MODESTO****CITY DIRECTORY
ADVERTISING
IS *National* ADVERTISING**

★ Each edition of your City Directory is widely distributed to free-reference City Directory Libraries located at the Chambers of Commerce of hundreds of other cities.



*Therefore your ad in the City Directory
is seen by buyers from coast-to-coast*

IN MODESTO

HELM CHEVROLET CO.



SALES & SERVICE

CARS — TRUCKS

Complete Automotive Service



- **COURTEOUS**
- **DEPENDABLE**
- **FRIENDLY**

- **MOTOR TUNE-UP**
- **AUTO PAINTING**
- **WHEEL ALIGNING**
- **BODY & FENDER WORK**

● **BRAKE SERVICE**

PARTS & ACCESSORIES WHOLESALE & RETAIL

11th & K

PHONE LAmbert 2-5251

AUTOMOBILE**BEAR WHEEL ALIGNING****TIRE SKIMMING and BALANCING****WHEEL
BALANCING****AUTO
PAINTING***"CARE WILL KEEP IT ROLLING"***RADIATOR REPAIR and SERVICE****AUTO WASHING and STEAM CLEANING****BODY and FENDER WORK****TIRE SAVING****COMPLETE BRAKE SERVICE****RAY STARN Inc.****431 10th Street Corner of E****Modesto****Phone LAmber 4-6631**

Erkenbrecher

CHEVROLET — BUICK

Victoria 7-2261



S A L E S a n d S E R V I C E

Parts — Cars — Trucks — Used Cars

COMPLETE AUTOMOTIVE SERVICE

408 East F St.

Oakdale

GRISWOLD & WIGHT

- ★ **NEW CARS**
- ★ **A-1 USED CARS**
- ★ **TRUCKS**



- ★ **SALES** ★
- and**
- ★ **SERVICE** ★

**FORD CORNER 10th & L STS.
MODESTO**

**NEW CARS
1120 - 9th ST.**

**USED CARS
10th and N STS.**

**TRUCKS
215 BEECH**

TEL. LAmbert 4-4651

TEL. LAmbert 4-4651

TEL. LAmbert 4-4651

AUTOMOBILE

DEET - EICHEL VOLKSWAGEN



VOLKSWAGEN - PORSCHE CARS
SALES - SERVICE
MODESTO AND MERCED



11th & K St.
Modesto
LAmbert 3-9138

19th & M
Merced
RAndolph 2-3885

STUDEBAKER - JEEP - HILLMAN - SUNBEAM - BORGWARD

NEW CARS USED CARS
1220 McHenry Ave. 1102 11th St.
Lambert
4-7401 2-4402

SINGLETON & PORTER



DYNAFLOW DRIVE — NEW —

(Modesto)

— USED —

720 12th ST.
2-3253

PHONE
● LAMBERT ●

1405 10th ST.
3-9614



AUTOMOBILE BODY REPAIRING

Conrad Body Shop

RADIATOR — FENDER and BODY SHOP

Automobile Refinishing

Expert Workmanship

— MODESTO —

718 11th St.

Tel. LAMBERT 4-3151

TOW SERVICE GARAGE

(ISOLA BROTHERS)

Complete Automotive Service



Day and Night Tow Service



**New Heavy Duty
BEAR**

**Wheel Aligning and Balancing
Axle and Frame Straightening
(Cars and Trucks)**



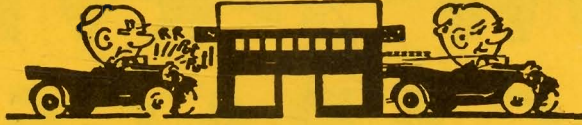
Telephone Lambert 2-1865

531 Crows Landing Road

Modesto

AUTOMOBILE REPAIRING**WILLINGER'S AUTOMOTIVE CLINIC, Inc.***Sales*

Phone
Lambert
3-6441

*Service*

1125 G
Cor. 12th St.

Service Distributors For Original Equipment
CARBURETORS, IGNITION, GENERATORS, STARTERS, MAGNETOS, BRAKE
SERVICE, SPEEDOMETERS, DELCO BATTERIES, SMALL GAS ENGINES
POWER BRAKE CYLINDERS

Wholesale*"Your Satisfaction Means Our Success"***Retail**

Who Sells It?



Consult The
Classified Business Lists
of This Directory for Your
Quickest, Surest Answer!

AUTO SEAT COVER CENTER

BOB W. BECKHAM, Owner

Complete Upholstery and Repair

Auto - Trucks - Tractor - Boats

Aircraft - Convertible Tops



**READY MADE
or
CUSTOM MADE**



Pick Up and Delivery Service

**FREE
ESTIMATES**

**SATISFACTION
GUARANTEED**

**CREDIT
TERMS**

**PHONE
Lambert 4-6416**

1018 9th St. - Modesto

AWNINGS**RUMSEY'S TENT & AWNING COMPANY***"As Good as the Best, Better Than the Rest"*

Any Style

AWNINGS

Free Estimates

Store Awnings — Patio Canopies — Garden Furniture — Tents
 Tarpaulins — Almond Sheets — Camping Equipment
 Canvas Repairing — Tents for Rent — Metal Awnings

1127 Needham Ave.

Modesto

Phone LAmber 4-5041

BANKS**THE BANK OF CALIFORNIA
NATIONAL ASSOCIATION***A good bank to start with . . . a good bank to grow with*

1124 J Street, Modesto

Phone LAmber 3-3231

West Side Branch
 Riverbank Branch

811 5th Street, Modesto
 3300 Santa Fe, Riverbank

Phone LAmber 4-9465
 Phone UNiversity 9-2518

BOATS*Chris★Craft***EVINRUDE***"Your Pleasure is Our Business"***V. DRIVE INBOARDS**

Boats

TRAILERS

Marine Hardware
 Paints — Fiberglass
 Life Preservers
 Skis — Accessories
 Propellers & Repairs

**Expert Motor Repairs All Makes**

DICK BETTENCOURT Owner

Dick & Ray's Boats

1611 YOSEMITE BLVD.

TEL. LAmber 4-3987

STANISLAUS - MERCED SAVINGS & LOAN ASSOCIATION



MAIN OFFICE

121 S. Center St., Turlock

Phone MERcury 2-1045 - MERcury 2-1046

BRANCH

12th & L Streets, Modesto

Phone LAmbert 4-7781

BRANCH

1935 M Street, Merced

Phone RAndolph 3-1001

BUILDING SPECIALTIES

Valley Asbestos Co.

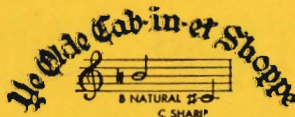
Acoustical & Suspended Ceilings
Sound Control — Insulation
Weather Stripping — Garage Doors
Aluminum Awnings & Marquees
COMMERCIAL and RESIDENTIAL

MODESTO

1601 McHENRY AVE.

TEL. LAmbert 4-5188

CABINET MAKERS



LEON R. SHARP - Owner

CABINETS — BUILT & DESIGNED TO ORDER

Formica Sink Tops — Counter Tops — Vanities — Store & Bar Fixtures
Formica & Plywood Cut to Size — Metal Moulding & Builders' Hardware

Serving Entire Stanislaus Co.

PHONE

LAmbert 2-0029

114 Drake Ave. (Just Off McHenry)

Modesto

CEMETERIES**LAKWOOD MEMORIAL PARK***"The Beauty of Nature —
an Everlasting Memorial"***ENDOWED CARE CEMETERY****MAUSOLEUM — COLUMBARIUM — CREMATORY**

P.O. BOX 1666, MODESTO

SANTA FE HIGHWAY

PHONE TUXedo 3-4465

(Between Empire and Hughson)

CLOTHING — WOMEN'S AND CHILDREN'S**GRAYSON'S****Women's and Children's
Clothing**

PHONE

Lambert 4-1486

1003 10th STREET

MODESTO

COINS AND STAMPS**CENTRAL STAMP AND COIN CO.**

Willie J. Hamilton

LARGE SELECTION OF INTERESTING COINS

Postage Stamps — United States

Israel — British Colonies — Complete Supplies

MODESTO

1027 - 10th St.

Phone Lambert 3-2520

STANISLAUS CREDIT CONTROL SERVICE

Professional Collection Service

NO ACCOUNT TOO SMALL — WE SERVICE THEM ALL

ANYWHERE — IN THE UNITED STATES OR CANADA

RENTS

PROFESSIONAL

NOTES

RETAIL

DEFICIENCIES

WHOLESALE

1224 Eye Street

Phone Lambert 3-1813

POST OFFICE BOX 480

MODESTO, CALIFORNIA

NED D. SCHUSTER

NEIL D. McMATH

CREDIT BUREAU OF TURLOCK*Collections — Credit Reports*

137 NO. CENTER ST. TURLOCK PHONE MErcury 4-5866

CONCRETE**TURLOCK
CONCRETE
PIPE INC.****Concrete Pipe****IRRIGATION GATES & VALVES**

for

CULVERTS — SEWERS
IRRIGATION — DRAINAGE
WATER SUPPLY SYSTEMSTURLOCK PLANT — CALL MErcury 4-4931
FULKERH RD. & N. 99 HIGHWAYPATTERSON CONCRETE PIPE CO.
HIGHWAY 33 4 MILES N. PATTERSON
CALL TYler 2-7931

TURLOCK READY-MIX, INC.

READY MIXED CONCRETE



Compare Our Prices Before You Buy

DELIVERY ANYWHERE - FREE ESTIMATES

TURLOCK ROCK CO., INC.

CONCRETE MIX - CRUSHED ROCK, SCREENINGS, PLASTER SAND
ROOFING GRAVEL, DIRT FILL

Delivery Anywhere

Highway 99 North and Fulkerth Road, Turlock

Phone MErcury 4-4931

CONTRACTORS' EQUIPMENT**SAFE-T-LITE CO.**

- CONTRACTORS SUPPLIES & SAFETY EQUIPMENT
- SALES ● MANUFACTURERS ● RENTALS
- FLASHER LIGHTS
- CONCRETE TOOLS
- PORTABLE GENERATORS
- ALUMINUM ASPHALT RAKES
- BARRICADES
- GRADE STAKES
- COMPRESSOR
- AIR TOOLS

586 SOUTH 99 HIGHWAY

MODESTO

LAmbert 2-8913

VITAL INFORMATION AT YOUR FINGER-TIPS!



► Tens of thousands of people who were formerly strangers to the City Directory are consulting it on questions of citizenship, employment, sources of supply, communication, etc. Also, Directory usage is **up** among regular subscribers.



More People Are
SEEING CITY DIRECTORY ADS



CREDIT BUREAU
of Modesto

**Incorporated
1936**

**CREDIT
REPORTS**

**COLLECTION
SERVICE**

**CREDIT
COUNSELING**

Collection Department

WE COLLECT ANYWHERE

**"There Is No Substitute
For Experience
and Reputation"**

MERCHANT OWNED
LICENSED BY and BONDED TO
THE STATE OF CALIFORNIA

PHONE Lambert 2-9061

914 FOURTEENTH STREET

Modesto, California