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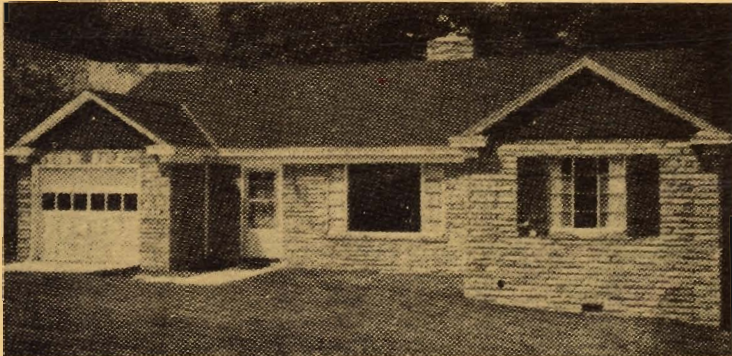
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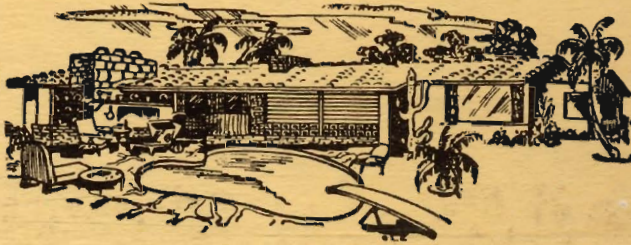


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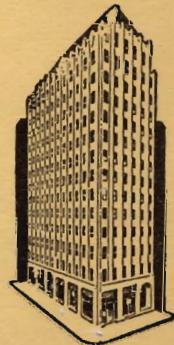
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# POLK'S MODESTO

(STANISLAUS COUNTY, CALIF.)

## CITY DIRECTORY

### 1960

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and Salida.

Containing an Alphabetical Directory of Business Concerns and Private Citizens, a Directory of Householders, Occupants of Office Buildings and Other Business Places, Including a Complete Street and Avenue Guide, a Numerical Telephone Directory, and Much Information of a Miscellaneous Character; also the

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and a Complete CLASSIFIED LIST**

FOR CONTENTS SEE INTRODUCTION AND  
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# INTRODUCTION AND GENERAL INDEX

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R. L. POLK & CO., publishers of more than 850 city, county, state and national directories, present to subscribers and the general public, this, the 1960 edition of the Modesto City Directory, which includes Turlock, Oakdale, Ceres, Denair, Hughson, Keyes, Riverbank and Salida.

Confidence in the continued growth of Modesto'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 Modesto and vicinity to the world.

The enviable place occupied by POLK'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 result of their labors will meet with the approval of every user, and that the Modesto City 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 YELLOW PAGES constitute the first major department of the directory. This embraces a complete list of the names and addresses of the business and professional concerns of the community, arranged in alphabetical order under appropriate headings—a catalog of all the activities of the community. Preceding this catalog, likewise grouped under appropriate headings, are the advertisements and business cards of firms and individuals desiring to present a more complete list of their products or services than is possible in the catalog itself. The Yellow Pages represent reference advertising at its best, and merit the attention of all buyers and sellers seeking sources of supply or market for goods. In a busy and diversified community like Modesto, Turlock and Oakdale, 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 and professional concerns of Modesto, Turlock, Oakdale, Ceres, Denair, Hughson, Keyes, Riverbank and Salida 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 of Modesto and vicinity, and the name, official personnel, nature and address of each firm and corporation.

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 numbers of the residences and business concerns are arranged in numerical order under the name of each street, and the names of the householders and 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 tenant-owned homes. Telephone numbers as supplied to us on our canvass are shown after the name. There are similar sections for Turlock and Oakdale.

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 truthful terms what it has to offer as a place of residence, as a



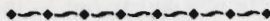
business location, as an industrial site and as an educational center. To broadcast this information, the publishers have placed copies of this issue of the Directory in Directory Libraries, where they are readily available for free public reference, and serve as perpetual and reliable advertisements of Modesto and vicinity, for business men, everywhere, realize that the City Directory represents a community as it really is.

#### **The Polk Directory Library**

Through the courtesy of the publishers of the Modesto City Directory, a Directory Library is maintained in the offices of the Modesto Chamber of Commerce for free reference by the general public. This is one of the more than 700 Directory Libraries installed in the chief cities of the U. S. and Canada 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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# MODESTO

"All America City"

Water-Wealth-Contentment-Health

(Courtesy Greater Modesto Chamber of Commerce)

## STATISTICAL REVIEW

Size of City—6,003.200 acres—(9.38 square miles).

Form of Government—Council-Manager.

Population—1959, 38,200. Greater Modesto Community totals 78,500.

Native born white population—93.7 percent.

Altitude—91 feet. Mean annual temperature 60.3 degrees F. Average annual rainfall 11.38 inches.

Parks—18-347 acres, including municipal Ball Park and two golf courses—a 9-hole course and new 128 acre 18-hole course.

Assessed Valuation—1959, \$52,710,740.

City's Bonded Debt—June 30, 1959, \$3,601,000.

Financial—9 banks; clearings 1959, \$455,017,000; debits 1959, \$1,138,841.

Post Office Receipts—1959, \$938,821.

Telephones in Service—1958, 38,500.

Churches—84.

Building and Construction—Value of building permits, 1959, \$9,124,633.

Trade Territory (retail)—Serves 180,000 people, within the retail trading zone.

Newspapers—Daily, 1; weekly, 2.

Radio Stations—3.

Hotels—There are 3 hotels with 273 rooms and 19 motels with 479 rooms.

City Served by Southern Pacific, Santa Fe, Western Pacific and a local 5 mile belt line. Modesto & Empire Traction Co. Railroads.

Airport—2 miles east of city, 441.32 acres, municipally owned and operated (160.67 acres owned jointly by the city and the county) with new 5,000 foot runway completed in 1958. Service is provided by United Air Lines.

Amusements—Largest theatre or auditorium seats 1,800 people. There are 3 theatres, 3 drive-in theatres, 2 bowling alleys, a roller skating rink, a driving range and a miniature golf course.

Hospitals—3, with 635 beds—The Stanislaus County Hospital; Memorial Hospital and Modesto City Hospital.

Physicians and Surgeons—178.

Dentists—46.

Education—Number of schools, 26; including 18 elementary (K-6) schools, 3 7th and 8th grade schools of the junior high type; 2 high schools; 1 junior college; and 2 special schools—one for crippled children and one for the mentally retarded. Number of pupils in grades, kindergarten through junior college, 20,105, and adult education, approximately 8,000. There are 146,000 volumes in the city and county public library.

City Statistics—Total street mileage, 133, 122 miles of gas mains, 134.87 miles of sewers. Capacity of water works (municipal) 20,600 gals. per minute, daily average pumpage of 8,476,660 gallons, with 120.8 miles of water mains. Fire Department employees—47 paid men and 15 men on call, (and 30 auxiliary firemen trained for civil defense duties), with 13 pieces of motorized equipment in four station houses. Police department has 61 officers with 1 station house and 18 pieces of motorized equipment.

## GENERAL REVIEW

Modesto is situated at the northern tip of the San Joaquin Valley, 29 miles south of Stockton and 90 miles southeast of San Francisco. Elevation is 91 feet. Located at the intersection of U. S. Highway 99 and State Highway 132, Modesto is the county seat and largest city in Stanislaus County.

The climate is moderate, with dry summers and mild winters. Rainfall averages 11.8 inches, most of which falls between October and April. Summer



maximum temperatures, in the mark of 100, are not too uncomfortable because of the relatively low humidity. Average annual minimum temperature is 46.6 degrees, with the maximum at 73.8 degrees. Wintertime temperatures of below 32 degrees are rare. Average yearly humidity is 54 per cent (12 Noon). Clear skies are enjoyed for over two-thirds of the year, and the average growing season is 270 days.

Stanislaus County ranks ninth nationally in the sale of agricultural products. It ranks first nationally in peach production and milk exports. The mild climate, fertile soil and abundance of water permit a great diversification of crops. Farm production in 1958 totaled an estimated \$127,000,000, with 28 crops valued at over \$1,000,000.

Rapid growth has almost doubled the city's population since 1950, with a densely settled area around the city bringing total population estimates for the urban area to 78,500 people. Modesto's economic vigor is such that it was recently named by Sales Management as a "potential metropolitan market area," one of 260 areas which account for over 70 percent of the nation's total retail sales. Modesto ranks twelfth in retail sales in the nation among cities of 25,000 to 50,000 population.

Modesto has an efficient Council-Manager city government; outstanding citizen participation and interest in government—which has won Modesto national recognition as an All-America City; an eviable No. 2 fire rating by the Board of Fire Underwriters—which saves Modesto taxpayers over a hundred thousand dollars a year in insurance programs; and an outstanding sewage disposal system designed to serve a population of over 100,000 with double the existing industry.

Modesto and Stanislaus County are pioneering in planning soundly for future development. In addition to the regular planning staffs of the city and county, a separate cooperative Cities-County Advance Planning Staff has been established to chart long range development for the entire area.

To meet the population growth in the Modesto Elementary, High School and Junior College Districts, the following building program has been completed or is now under way: Forty-nine new classrooms have been added during the past year in the elementary and junior high schools, a site is to be purchased for another K-6 school, and an 1,800 pupil third high school is being built in the northern section of the city, to be ready for occupancy February 1, 1961. Cost of the initial construction of this high school will be \$2,250,000. Under construction at Modesto Junior College is an addition to the present library and the initial portion of a new physical education plant, total cost of the two projects to be \$1,000,000. These also will be ready for occupancy about February 1, 1961.

During the past two years, Modesto Junior College has completed the construction of an auditorium seating 1,000, with very fine stage facilities and classrooms for radio, television, speech and drama. Also completed was the new science building and a music classroom building.

The Elementary School District serves an estimated population of 55,000 and the High School and Junior College Districts, more than 75,000. In addition, the College serves the area and region encompassing 20 or more high schools, thus further emphasizing Modesto as an educational center. The College is accredited and ranks high among the many California institutions of its type.

The Modesto Junior College forms the apex of the educational program and facilities provided through the Modesto City Schools. In addition, the college serves the area and region encompassing 20 or more high schools, thus further emphasizing Modesto as an educational center. In 1959, 8,000 were enrolled in the Adult Education (offered at Modesto Junior College) program, with over 150 classes offered.

There are approximately 185 industries in Stanislaus County—about 75 per cent in the Modesto area. Manufacturing is the fourth largest employing group, following agriculture, trade and service. Food processing is the dominant manufacturing activity, with a wide variety of products. Second largest payroll is in chemicals, principally fertilizers, insecticides, sanitizers and detergents. Major products of metal manufacturers are hydraulic cylinders, tanks, dairy and feed



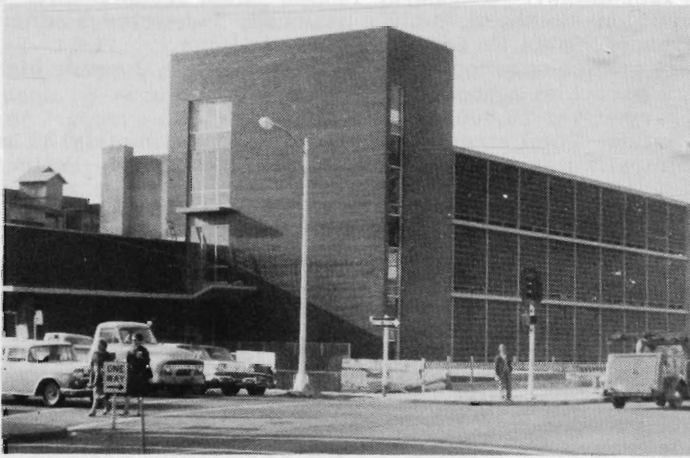
mill equipment, metal cans and welded precision parts. Printing and publishing, the fourth ranking manufacturing industry, includes newspapers, labels, wrappers, business forms and other specialty products. Other products include milled and finished lumber, glass bottles and canning, construction and electrical equipment.

The expansion and diversification of industry in the area has seen manufacturing payrolls increase from \$14,385,000 in 1947 to \$35,551,843 in 1957.

Home construction has kept abreast of the rapidly increasing population. Since 1955, approximately 3,500 homes have been built in the Greater Modesto area. A recent study indicated that 72.4 per cent of Modesto homes are owner occupied.

A wide variety of recreational opportunities is available in the Modesto area. In addition to the local facilities, there is good hunting at hand, and nearby lakes provide ideal fishing, boating and water sports. Within a two-hour drive, one can be in San Francisco, at the ocean beaches of the Monterey Peninsula, or enjoying year-round activities in the high Sierras.

For inquiry regarding Modesto and the region, contact the Greater Modesto Chamber of Commerce, 1120 Eleventh Street, or write to P. O. Box 844.



**"Modesto's new City Hall in the final stages of construction."**





# TURLOCK

(Courtesy Chamber of Commerce)

## STATISTICAL REVIEW

Form of Government—Sixth class city, with mayor and council.  
Population—Within the corporate area 8,600. Metropolitan area, 13,000.  
Trading area, 38,000.  
Area—2 square miles.  
Altitude—106 feet.  
Average rainfall—12 inches.  
Average Temperature—Winter, 43.6 degrees; summer, 71 degrees.  
Number of Parks—7.  
Number of Hospitals—2.  
Financial—3 banks, 1 building and loan.  
Church buildings—42.  
Hotels—7.  
Motels—12.  
Transportation—Southern Pacific Railroad, Tidewater Southern Railroad, Pacific Greyhound, Santa Fe and American bus lines.  
Schools—4 grammar schools (2 to be constructed), 2 junior high schools, 1 high school, 2 parochial schools.  
City Library—Over 25,000 volumes.  
City Statistics—Total street mileage, 46. Approximately 35 miles of gas mains. Municipal water works—3,000,000 gallon capacity. Police department has 16 men.

## GENERAL REVIEW

The City of Turlock, with a population within the corporate limits of 8,600, was settled in 1871 and incorporated in 1908. Since the time Turlock was settled many people have made their homes in the community and in the surrounding agricultural areas. Turlock is located in the center of the Turlock Irrigation District, a fertile section of diversified farming, fifth largest in California with 152,000 acres under irrigation. Agricultural crops produced in 1958 were valued at \$60,000,000.00. Dairying, livestock, turkeys, beef cattle, melons and grapes are the major crops. Peaches, alfalfa, grain, hay, beans, berries, peas and tomatoes are also produced in large quantities. The City of Turlock has an assessed value exceeding \$9,000,000.00. Turlock enjoys two railroads and one main highway for transportation facilities. There are 5 parks, a Carnegie Library, 2 theatres, a country club, 42 churches, and 9 schools. Its industries consists largely of canneries, dehydrators, poultry processing plants, a pie manufacturing plant, a large paper carton plant, and others. Stockton's inland deep water port is only 45 miles away.

Turlock is a City of tidy homes and gardens with streets lined with shade trees, and is ideal for family living. Turlock residents, only two hours from San Francisco, the state capital at Sacramento, historic mining towns, the mountains and the sea, enjoy the cultural and recreational spot in Stanislaus County. Turlock has two entrances to famed Yosemite National Park, one connects by Highway through Merced and the All-year Highway at Mariposa, the other lies at Turlock's very door passing through a scenic and historical section of the gold country in which the towns of Snelling, Merced Falls, and Hornitos are located. Turlock is founded on agriculture, adapted to industry and rich in fine living.



# OAKDALE

"The Ladino Clover Center of America"

(Courtesy Chamber of Commerce)

## STATISTICAL REVIEW

Form of Government—Mayor and Councilman.

Population—City Zone, 1950, 4,000. Estimated May, 1959—4,870 (Special Census). City and Retail Trading Zone, 18,000.

Transportation—Area served by: Pacific Greyhound, Modesto Stages, Santa Fe Freight, Southern Pacific Freight, Sierra Railway, Motor Freight Lines and city owned airport (CAA approved).

Schools—3 grammar, 1 high school. Total registration, 2,934.

Industries—Fruit and vegetable canners, dehydration plants, turkey processing and raising, packing, dairy, milk pick-up and receiving station, cattle feeding, sheep, almonds, rice, alfalfa, ladino clover, feed mills, fire engine manufacturing, box manufacturing, soda water manufacturing, irrigation appliance manufacturer, wine-vinegar plant, lumber processor, commercial and industrial refrigeration fabrication, jobbers and wholesalers.

Telephones—2,257.

Water—Large supply of surface (irrigation) and deep well for domestic and commercial uses. Served by Oakdale Irrigation District.

Area—Over 1 square mile.

Altitude—157 feet.

Assessed Valuation—1957-58 was \$3,366,430.

Bonded Debt—\$85,000.

Building Permits—1959, 22 permits \$278,587.

Banks—2, with total deposits exceeding \$25,000,000.

Church Buildings—20.

Hospitals—1.

Hotels—2 with 70 rooms, 4 motels with 47 rooms.

Library—1.

City Statistics—Total street mileage 25. Approximately 16 miles of gas lines.

Newspapers—1 weekly.

Fire Department—2 full time state trained men, 1 state trained part time man, 31 volunteer state trained men, 24 industrial volunteer firemen. Equipped with 3 city trucks and 4 rural trucks.

Police Department—1 chief and 4 patrolmen. 1 special officer.

Recreation—Parks 4. Swimming pool 1. Playground 2. Theatre 1. Sports Arena with  $\frac{1}{2}$  mile and  $\frac{1}{4}$  mile race track. W. T. Kerr Park approximately  $\frac{1}{4}$  mile east of Oakdale on Sonora Highway; Clarence E. Wood, Yosemite-East G; Dorado Park, 500 block N. 3d. Santa Fe Park, Yosemite-East J St.

## OAKDALE DISTRICT CHAMBER OF COMMERCE

Bob Chicou, Manager

## GENERAL REVIEW

Oakdale is advantageously located from a sports and recreational viewpoint. It is thirty minutes from the historical Mother Lode country where the glamour of Gold Rush days live on and can be visited in one day trips by auto.

In one hour a motorist can be in famous old Columbia where millions in gold were recovered from the earth. Columbia is a State Park with buildings still standing as they were in rip-roaring gold rush days. To get to Columbia one goes through Jamestown and Sonora, on to Moaning Cave, Vallecito, Murphys back along Jackass Hill, where Mark Twain's cabin still stands, Tuttletown and Rawhide to Jamestown and back to Oakdale via Knights Ferry's old covered bridge.

Another one day motorlog is to LaGrange and its gold dredging operations, Don Pedro Reservoir, Coulterville, Moccasin, Jacksonville, Chinese Camp, Montezuma and back to Oakdale.



Oakdale is the gateway to Yosemite Valley via scenic Big Oak Flat Road, which travels past Bret Harte, Hangman's Tree, Tuolumne Grove of Redwood Trees and on to Yosemite Park.

For those seeking relaxation from hard work, another trip is to Sonora, Twain Hart, Pinecrest lodges and lake into the High Sierras and over Sonora Pass at an elevation of 9,624 feet.

Such picturesque old mining towns as Sandy Bar, Poker Flat, Red Dog Ferry, Slumgullion Ferry, Six Bit Gulch, Poverty Hill, French Camp, Philadelphia Diggins and Yankee Hill are a few of the places for browsing and relaxing.

Woodward Reservoir—Lake 4 miles northeast of Oakdale on the Eugene Road, boating, water skiing, picnicking, fishing, hunting during season—Pheasant-Ducks, 17 miles around lake.

FISHING—Sportsmen from all over the State go through Oakdale to Sonora Pass country of the Sierras to enjoy the bountiful fishing for brook or lake trout, bass or other game fish.

HUNTING—Pheasant, duck, quail, deer, bear and coon are plentiful near Oakdale or in the near-by Sierras.

BOATING—Swimming, picnicking, camping, sleeping under the pines are a few of the attractions of near-by mountains in spring and summer.

SKIING—In the mountains, tobogganing, skating and all winter sports abound during winter season. Yosemite Ski Area is two hours from Oakdale; Dodge on Highway 40 and 50 are within two to four hours drive from Oakdale. Reno is five hours away.

CLIMATE—The winter season commonly is considered as extending from November to April.

In the eastern section of Stanislaus County, the area around Oakdale, normal rainfall is about  $11\frac{1}{2}$  inches. Rains are usually of 2 or 3 days duration and are seldom torrential in character and are succeeded by several days of fair weather. Thunder and hail storms are very rare.

There are occasional fogs, forming at night but rarely extending throughout the day, in the Oakdale area.

Average temperature for the year is 71.48 degrees. There are occasional days with 100 degrees or better with low humidity; farm and industrial operations and other business are carried on continuously. Nights are cool with a light breeze coming from the Coastal Area about 5 or 6 o'clock every evening during the summer months. Light frosts are common occurrences during winter months and thin films of ice sometimes form.

Winds that are damaging to property are practically unknown.

