



**No 1  
DRIVE - IN**  
McHENRY &  
ORANGEBURG

# WEB'S ORIGINAL SELF-SERVICE DRIVE-IN

MODESTO'S FIRST AND FINEST

**DRIVE - IN  
No. 2**

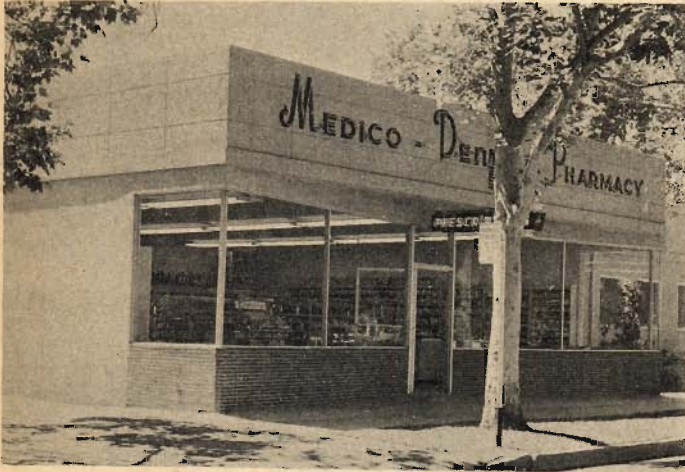
7th & G  
Sts.





# ADAIR'S

MEDICO - DENTAL PHARMACY



**Prescription Pharmacists**

**Biologics      Diabetic Needs**  
**Baby Supplies**

1414 "L" STREET  
AT NEEDHAM

FREDERICK J. ADAIR  
OWNER

LA 2-5249  
LA 3-0789

## Drive-In—Self Service

WEB'S SELF SERVICE DRIVE IN  
625 7th St ..... LA 4-3539  
1419 McHenry Av .... LA 3-0309

## Drug Stores

ADAIR'S MEDICO-DENTAL PHARM.  
1414 L St at  
Needham Av ..... LA 3-0789  
CENTRAL DRUG STORE  
901 10th St ..... LA 3-3217  
CLINIC PHARMACY  
600 Coffee Rd ..... LA 4-3480  
COAST DRUG STORES, INC  
McHenry Village ..... LA 3-0723  
(See Display—Reverse of Title Page)  
DON'S DRUGS  
1620 J St ..... LA 3-5906  
GRUSKY PHARMACY  
1632 Crows Landing Rd KE 7-4244  
LONGS STORES  
947 10th St ..... LA 2-5278  
MCHENRY DRUG STORE  
330 McHenry Av ..... LA 3-8337  
MEDICAL CENTER PHARMACY  
1700 McHenry Village Wy LA 4-1041  
MODEL PHARMACY  
806 14th St ..... LA 2-1079  
OUTLAND PHARMACY  
520 Scenic Dr ..... LA 3-8317  
PAUL'S .REXALL DRUGS  
Store No 1  
1313 Yosemite Blvd .. LA 2-7279  
Store No 2  
1031 W Orangeburg Av LA 3-3247  
ROGERS DRUG STORE  
420 H St ..... LA 2-5229  
SOUTH MODESTO DRUG STORE  
1343 Crows Landing Rd LA 3-6445

**34,000**  
**HOMES**  
**THROUGHOUT THE**  
**COUNTY**  
**RECEIVE IN THE**  
**MAIL THE**  
**MODESTO**  
**TRIBUNE**  
**or the**  
**MODESTO**  
**SHOPPING**  
**GUIDE**  
**EACH**  
**THURSDAY**

# Paul's Rexall Drugs

TWO LOCATIONS TO SERVE YOU . . .



ROOSEVELT SHOPPING CENTER - 1031 W. Orangeburg Ave.  
LA 3-3247



YOSEMITE VILLAGE - 1313 YOSEMITE BLVD.  
LA 2-7297

**PRESCRIPTION PHARMACISTS . . . "WE HAVE THE CONFIDENCE OF YOUR DOCTOR"**

★ **FREE Delivery . . . We Will Call For & Return Your Prescription . . . Fast Delivery** ☆

● **Cosmetics** ● **Baby Supplies** ● **Camera Dept.** ● **Photo Finishing** ● **Sickroom Supplies**

**LA 3-3247**

*Free Parking*

— *We Give S & H Green Stamps*

**LA 2-7297**



**Drug Stores**

- TAR SCOTT DRUGS  
1230 H St .....LA 3-9193
- THORNE'S PRESCRIPTION PHARM  
1528 J St .....LA 3-7778
- THRIFTY DRUG STORES CO  
1030 10th St .....LA 3-7309
- VICTOR DRUG CO  
1032 J St .....LA 3-5691
- VILLAGE DRUG STORE  
1700 McHenry Av .....LA 3-0723

**Drug Sundries**

- NORMAN'S FINE FOODS  
919 Yosemite Blvd .....LA 2-2932
- VILLAGE DRUG STORE  
1700 McHenry Av .....LA 3-0723

**Dry Goods**

- FARR'S DEPT STORE  
1325 Yosemite Blvd .....LA 2-9426
- KIERNAN & GEROW  
1017 I St .....LA 2-4824
- MARSHALL'S  
1606 Crows Landing Rd KE 7-3802
- PARADISE VARIETY STORE  
1404 Paradise Rd .....LA 3-0826
- WALTER'S VARIETY  
701 H St .....LA 3-3345

**Dry Ice**

- CAL DRI ICE CORP  
325 N Santa Ana Av .....LA 2-9114
- FRESNO CONSUMERS ICE CO  
Coldwell Av .....LA 2-8386
- J S WEST ICE SERVICE  
711 9th St .....LA 4-3128

**Dryers—Clothes**

- ASBILL'S  
14th & D Sts .....LA 2-9051
- RADIO ELECTRONICS  
1226 H St .....LA 2-7678

**Dryers—Repairs**

- FREDERICK'S WASHER SERVICE  
1331 Oregon Dr .....LA 2-2525
- RAY'S APPLIANCE SERVICE  
1307 Paradise Rd .....LA 3-3523
- DOC WATSON SERVICE CLINIC  
711 11th St .....LA 2-2603

**Drywall Contractors**

- B F HUDELSON  
1214 Nelson Av .....LA 3-4491
- HOWARD MUNCY  
1320 Stockton .....LA 4-2394

**Duplicating Machines**

- ANDERSON'S  
915 J St .....LA 2-6839
- L M MORRIS CO  
1107 I St .....LA 3-2613

**Eggs—Retail**

- GOLDEN STATE CO  
435 Maze Blvd .....LA 3-1413

**Eggs—Wholesale**

- BOB & JAY'S FRESH EGGS  
2221 Elm Av .....LA 3-3415
- EARNEST'S POULTRY RANCH  
Gilbert Rd .....KE 7-1163
- GOLDEN STATE CO  
435 Maze Blvd .....LA 3-1413
- LOOKADOO POULTRY RANCH  
Gnesa Rd .....KE 7-0584
- OLSON BROS  
S Daly Av .....LA 3-1877
- FRANK D SIMMONS CO  
Madonia Av .....LA 3-9169

**Elastic Hosiery**

- A D CRAIG CO  
1016 I St .....LA 3-6761
- CRAIGS'  
1216 J St .....LA 4-4142

**MEDICAL CENTER  
PHARMACY**

*Prescriptions Exclusively*



**OPEN** ● 9 A.M. to 6 P.M. WEEKDAYS  
● 9 A.M. to 2 P.M. SATURDAYS  
● 10 AM. to 1 P.M. SUNDAYS & HOLIDAYS

**Emergency — Day & Night Phone LA 4-1041**

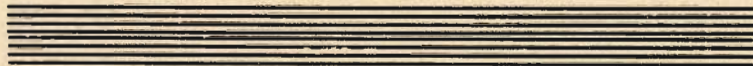
FRED A. STOLL & MARION QUESENBERRY, Owners

**Tel: LA 4-1041**

1700 McHenry Village Way

Modesto

**THE  
MODESTO  
TRIBUNE**



*“Stanislaus County's  
Fastest Growing  
Weekly Newspaper”*



# FLUORESCENT SERVICE & SUPPLY

LICENSED ELECTRICAL CONTRACTOR

Quality . . . Service . . . Satisfaction



REPAIRS . . . MAINTENANCE  
Domestic & Commercial Installation

**VIRGIL HODGES**  
OWNER

P.O. Box 1314 1500 E. COOLIDGE

**LA 3-7905**

## Electric Appliance Repairs

- FLOYD'S FIXIT SHOP  
2015 Yosemite Blvd . . . LA 4-1762
- FUGIT REPAIR SERVICE  
433 McHenry Av . . . LA 4-3375
- MAYTAG SALES & SERVICE  
1300 McHenry Av . . . LA 3-2659
- MILLER'S SERVICE  
844 Crows Landing Rd LA 2-8946
- SAM'S FIXIT SHOP  
207 H St . . . . . LA 2-2447

## Electric Appliances— Retail

- ASBILL'S  
14th & D Sts . . . . . LA 2-9051
- De HART SHEET METAL & PLMBG  
135 Kerr Av . . . . . LA 3-4578
- GARY'S BICYCLE SHOP  
615 H St . . . . . LA 3-5230
- LOSHER'S DEPT STORE  
10th & K Sts . . . . . LA 3-3245
- MODESTO HARDWARE CO  
619 S 99 Hwy . . . . . LA 3-2679
- PASSADORI APPLIANCE  
621 10th St . . . . . LA 3-1687
- RADIO ELECTRONICS  
1226 H St . . . . . LA 2-7678  
(See Display—Postcard)
- RICE FURNITURE CO  
619 S 99 Hwy . . . . . LA 4-1474
- SANDER'S APPLIANCE CENTER  
1431 McHenry Av . . . . LA 3-4575
- WALTER'S VARIETY, INC  
701 H St . . . . . LA 3-3345

## Electric Contractors— Industrial & Residential

- COLLINS ELECTRICAL CO  
1221 Scenic Dr . . . . LA 4-3016
- FLOURESCENT SERVICE  
1500 E Coolidge Av . . LA 3-7905
- C E FROST  
525 N Olive Av . . . . . LA 3-3783
- HANSEN'S  
429 Tully Rd . . . . . LA 2-5261
- INDUSTRIAL ELECTRIC CO  
1244 McHenry Av . . . . LA 3-3288
- PHILLIP'S ELECTRIC CO  
116 W Orangeburg Av LA 3-9116
- O A SULLIVAN ELECTRIC CO  
1327 12th St . . . . . LA 2-7271

## Electric Equipment— Whse & Mfrs

- ALWALT CO  
1706 Lapham Dr . . . . LA 4-5281

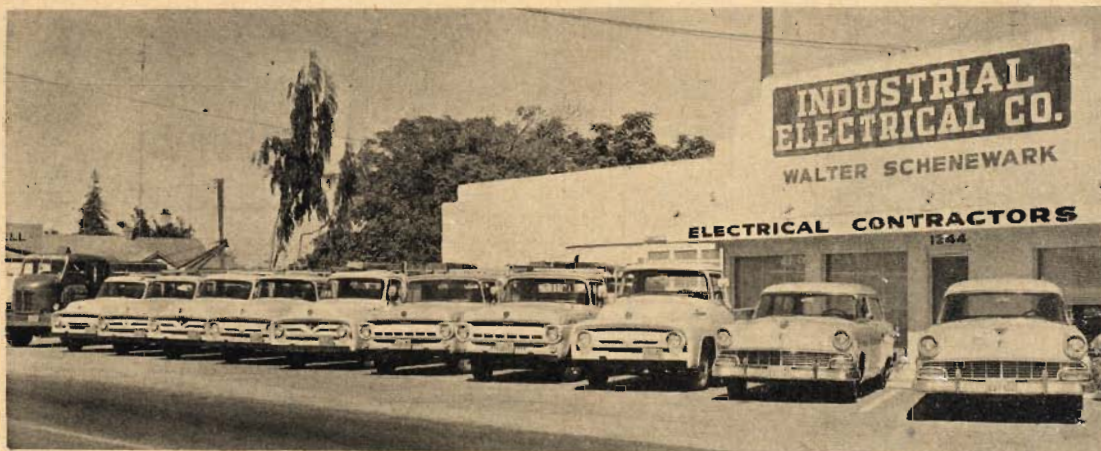
## Electric Light & Power Companies

- MODESTO IRRIGATION DISTRICT  
1231 11th St . . . . . LA 4-4061

## Electric Motors

- INDUSTRIAL ELECTRIC CO  
1244 McHenry Av . . . . LA 3-3288
- MANUEL LOPEZ  
715 7th St . . . . . LA 2-1243

# INDUSTRIAL ELECTRIC CO.



## ELECTRICAL CONTRACTORS

INDUSTRIAL - COMMERCIAL and DOMESTIC WIRING  
MOTOR REWINDING & REPAIRING

**1224 McHENRY**

**LA 3-3288**

DISTRIBUTOR

# STERLING

ELECTRIC MOTORS - ALL TYPES



**Electric Motors**

MODESTO ARMATURE & MOTOR WORKS  
909 K St .....LA 2-9182  
STANISLAUS ELECTRIC MOTOR WORKS  
504 River Rd .....LA 3-8269  
STANISLAUS IMP & HDWE CO  
10th & F Sts .....LA 3-0781  
WILLE ELECTRIC SUPPLY CO  
1016 G St .....LA 3-7773  
WOLFLEY & SONS  
112 E Coolidge Av .....LA 2-3096

**Electric Motor Mfrs**

INDUSTRIAL ELECTRIC CO  
1244 McHenry Av .....LA 3-3288

**Electric Motors—**

**Rewinding & Wiring**

INDUSTRIAL ELECTRIC CO  
1244 McHenry Av .....LA 3-3288  
STANISLAUS ELECTRIC MOTOR WORKS  
504 River Rd .....LA 3-8267

**Electric Motors—Used**

ANDREWS ELECTRIC MOTOR WORKS  
600 11th St .....LA 2-0814  
STANISLAUS ELECTRIC MOTOR WORKS  
504 River Rd .....LA 3-8267

**Electric Supplies—**

**Retail**

J GREENBERG & CO INC  
1326 9th St .....LA 3-4412  
MODESTO HARDWARE CO INC  
912 11th St .....LA 3-2679  
PARADISE VARIETY STORE  
1404 Paradise Rd .....LA 3-0926

ZIMMERMAN APPLIANCES  
1021 McHenry Av .....LA 2-1068

**Electric Supplies—  
Whse**

STANISLAUS ELECTRIC MOTOR WORKS  
504 River Rd .....LA 3-8269

**Electric Tools**

MODESTO SUPPLY CO  
123 Phoenix Av .....LA 3-8429

**Electric Wiring Supplies**

MANSELL GROCERY & MARKET  
1420 Oregon Dr .....LA 2-3423

**Electronic Equipment  
& Supplies**

DUNLAP RADIO & TELEVISION SUPPLY CO  
419 10th St .....LA 4-5191  
INLAND ELECTRONICS SUPPLY, INC  
501 L St .....LA 4-1497  
PAC T.V. & RADIO SUPPLY, INC  
1116 7th St .....LA 3-7751

**Employment Agencies**

CALIF STATE DEPT OF EMPLOYMT  
1408 10th St .....LA 3-7701  
CLAYTON AGENCY  
1024 J St .....LA 3-7754  
DAMOUNY EMPLOYMENT AGCY  
1024 J St .....LA 4-1802  
MARCELYN GREEN  
1006 - 13th St .....LA 4-6303

**Engineering**

I C REFRIGERATION, INC  
741 S 99 Hwy .....LA 2-1065  
(See Display—Inside Back Cover)

**ELECTRICAL WIRING**

DOMESTIC & COMMERCIAL



**RCA VICTOR TV ... Hi-Fi**

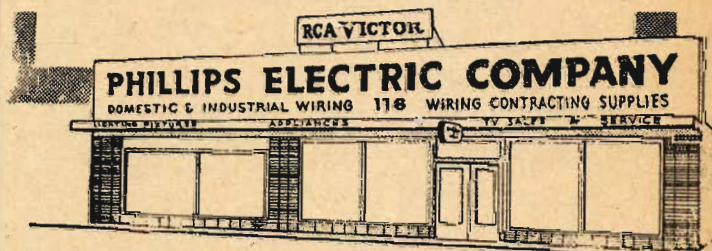
COLORED TV

- GUARANTEED TV SERVICE ●
  - ALL MAKES REPAIRED ●
- RCA WHIRLPOOL**

REFRIGERATOR-FREEZERS - WASHERS - DRYERS

★ MARINE SUPPLIES ★

LAMPS REPAIRED . . . DISPLAYS  
LIGHTING FIXTURES



116 W. ORANGEBURG

LA 3-9116

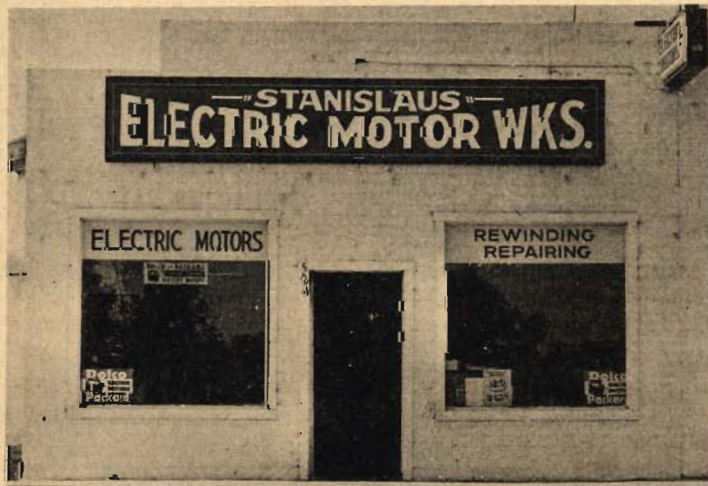
**STANISLAUS ELECTRIC MOTOR WORKS**

"OVER 30 YEARS' EXPERIENCE"

**Distributor For:**

DELCO ELECTRIC MOTORS & M GNETIC STARTERS . . .  
A. O. SMITH ELECTRIC MOTORS & PARTS  
NEW DEPARTURE BALL BEARINGS

24 HOUR SERVICE . . CALL LA 3-8269 or 4-2960



**504 River Road**



Authorized Warranty Service Station For Distributor.....

Delco Electric Motors & Appliances - Packard Electric Motors  
A. O. Smith Electric Motors - Penn Pressure Switches & Controls . . . Gates V-Belts & Pulleys, Domestic & Industrial . . .  
General Electric Motors . . . Electro Electric Motors & Gear Heads . . . Franklin Electric Motors

**Tel: LA 3-8269 or: LA 4-2960**





34,000

HOMES THROUGHOUT THE  
COUNTY RECEIVE IN THE

MAIL THE

**MODESTO TRIBUNE**

OR THE

**MODESTO SHOPPING GUIDE**

EACH THURSDAY



**Engineer—Civil**

LAWRENCE ADAMS  
1014A 12th St .....LA 3-2651  
PAUL V BIRMINGHAM  
914A 13th St .....LA 4-3270  
W W BROOKEY  
1116 H St .....LA 2-6864  
FRED M JOHNSON  
1014A 12th St .... LA 3-2651  
LEO W RUTH  
914A 13th St .....LA 4-3270  
MELVIN H WARE  
930 15th St .....LA 3-7185  
RUTH WATERS & GOING  
914A 13th St .....LA 4-3270  
R B WELTY  
Anglo Calif Bk Bldg ..LA 3-3383

**Engineers' Supplies**

MODESTO BLUEPRINTERS  
916 13th St .....LA 2-9212  
MODESTO OFFICE EQUIPMENT CO  
940 11th St .....LA 4-5081

**Engines—Air-Cooled**

WILLINGER'S AUTOMOTIVE  
1125 G St .....LA 3-6441

**Ennz Products**

DRY CHEMICAL PACIFIC  
105 G St .....LA 3-8389  
(See Display Postcard)

**Escrow Companies**

MODESTO TITLE OFFICE  
SECURITY TITLE INS CO  
1023 J St .....LA 2-7211  
STANISLAUS COUNTY TITLE CO  
1207 I St .....LA 2-5281

**Expositions**

MILLER'S CALIF RANCH HORSE &  
BUGGY DISPLAY  
Yosemite Blvd .....LA 2-1781

**Express Forwarding**

RAILWAY EXPRESS AGCY, INC  
1029 9th St ..... LA 2-2963

**Exterminating**

A-I TERMITE & PEST CONTROL  
819C 15th St .....LA 3-5965  
HILLIKER PEST CONTROL  
1512 E St .....LA 4-4101  
PARAMOUNT PEST CONTROL OF  
MODESTO  
315 Magnolia Av .....LA 3-4709  
BOB SUTTON  
Tully Rd .....LA 3-1321  
TERMITE CONTROL CO  
812 14th St .....LA 3-8792

**Fabricating—Plastic ...**

A-I CABINET SHOP  
229 E Coolidge Av ....LA 2-1129

**Fans & Coolers**

GARY'S BICYCLE SHOP  
615 H St ..... LA 3-5203

**Farm Equipment—  
Repairs**

ACME FARM EQUIPMENT CO, INC  
301 Kansas Av .....LA 4-0968  
BAMBACIGNO WELDING WORKS  
McHenry & Oakdale Hwy LA 2-6273  
BORGES WELDING WORKS  
517 7th St .....LA 2-2421  
LEE BROYLES  
512 Hermosa Av .....LA 4-2101  
CORNFORTH TRACTOR CO  
1302 9th St .....LA 2-5225  
(See Display—Agricultural Page)

Continued on Page 108



SUPPORT  
YOUR  
DIRECTORY  
ADVERTISERS



Service Manager - Harold E. Clark

**J.M. EQUIPMENT CO.**

*Allis-Chalmers* TRACTORS - FARM EQUIPMENT

MACHINERY FOR AGRICULTURE

MAIN OFFICE, .....MODESTO★ TURLOCK .....431 S. 99 .....ME 4-5584  
819 S. 99 .....LA 2-3271★ PATTERSON, S. 33 .....TY 2-2641

COMPLETE SERVICE FOR ALL YOUR  
AGRICULTURAL MACHINERY

"On Your Farm Or Ranch Or In The Shop"



# STANISLAUS FARM SUPPLY CO.

## A FARM BUREAU AFFILIATE

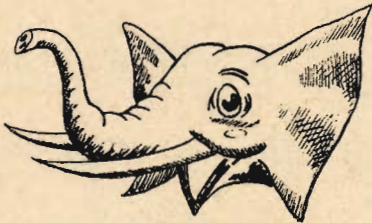
Farmer Owned — Farmer Controlled — & Farmer Operated

FEATURING:

ELEPHANT BRAND  
HIGH ANALYSIS FERTILIZERS ★

DEKALB  
CORN ★

★ NORTHRUP KING & CO. FINE SEEDS ★



- Dog Food ● Tires
- Insecticides
- Chicken Wire
- Garden & Farm Tools



CENTRAL CO-OP BRANCH - GENERAL FARM SUPPLIES  
GILMORE AVE., OFF WATERFORD ROAD



SISK WAREHOUSE - FOR GRAIN & BEAN CLEANING & STORAGE  
SERVICE ROAD - 1/2 MILE OFF CROWS LANDING ROAD

LA 3-0368

KE 7-1823

Those Fine  
**UNICO**  
PRODUCTS

1405 8th St.

Farmers — Get Your Grains & Beans Expertly Cleaned at SISK WAREHOUSE Branch!

ALUMINUM ROOFING BY

JOE SOUSA - General Manager

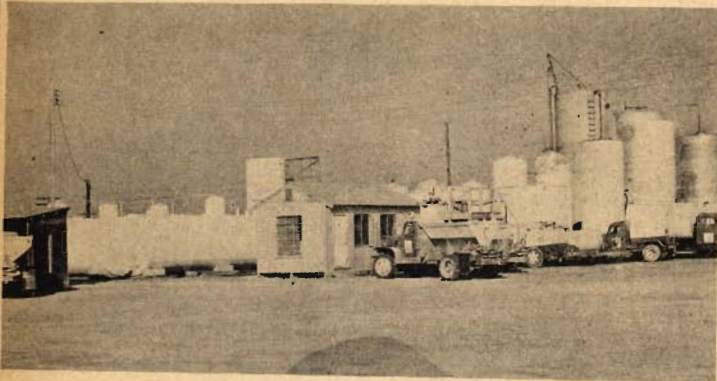
DON McBRIDE - Manager



LA 2-7278



**FOR MORE CROP PROFIT**  
**Chemical Fertilizer Co., Inc.**



**PRODUCER BRAND**

- Liquids
- Application and
- Dries
- Advisory
- Gypsum
- Service

PHONE: MODESTO LA 4-1424

CLAUS ROAD & SYLVAN, MODESTO, CALIF.

Patterson Phone: TYler 2-5611

**Farm Equipment & Supplies**

- CORNFORTH TRACTOR CO  
1302 9th St .....LA 2-5225  
(See Display—Agricultural Page)
- EAGLE FARM SUPPLY CO  
728 S 99 Hwy .....LA 3-3324
- GREEN & BERRY, INC  
747 S 99 Hwy .....LA 3-1836

- GROWERS FEED & SEED  
320 7th St .....LA 2-7242
- INTERNATIONAL HARVESTER CO  
DEALER  
10th & F Sts .....LA 3-0781
- J M EQUIPMENT CO  
819 S 99 Hwy .....LA 2-3271
- KROELLS PACKING SUPPLY  
N 99 Hwy Bx 990  
Turlock ..... ME 4-5424
- LILLSTON IMPLEMENT CO  
747 S 99 Hwy .....LA 4-5274

- MODESTO TRACTOR & EQUIPMENT  
605 8th St .....LA 3-3065
- JOS A SOARES JR  
321 7th St .....LA 3-1072
- STANISLAUS FARM SUPPLY, INC  
1405 8th St .....LA 2-7278
- TALBOT MANUFACTURING & SALES  
Riverside Dr .....LA 3-1922
- TOWT WIND MACHINE  
N 99 Hwy Turlock .....ME 4-5424
- VALLEY TRACTOR CO  
104 9th St .....LA 3-1803
- WHITE IMPLEMENT EXCHANGE  
Woodland Av .....LA 2-9267

- PEERLESS MILLING CO, INC  
1021 - 8th St .....LA 2-5189
- SOUTH MODESTO FEED STORE  
1321 Crows Landing Rd.LA 3-8686
- STANISLAUS FARM SUPPLY, INC  
1405 - 8th St .....LA 2-7228
- C A SWANSON & SONS  
F. K. FLODEN DIV.  
Yosemite Blvd & Daly Av.LA 3-1816
- TOPPER FEED MILLS  
Kansas Av .....LA 3-0481
- J S WEST MILLING CO  
709 - 9th St .....LA 3-8371

**Farm Implements—  
Sales & Service**

- CORNFORTH TRACTOR CO  
1302 - 9th St .....LA 2-5225  
(See Display - Agricultural Page)

**Farm Machinery  
Parts & Tires**

- CORNFORTH TRACTOR CO  
1302 - 9th St .....LA 2-5225  
(See Display - Agricultural Page)

**Farm Tools**

- STANISLAUS FARM SUPPLY, INC  
1405 - 8th St .....LA 2-7278

**Feed Concentrates &  
Supplements**

- IDEAL FEED CO  
204 W River Rd .....LA 4-0725

**Feeds**

- ELLIS DISTRIBUTING CO  
2017 Yosemite Blvd .....LA 4-5032
- FARMERS WAREHOUSE CO, INC  
1203 - 9th St .....LA 3-4518
- GRANGE CO THE  
208 N 99 Hwy .....LA 3-0741
- GROWERS FEED & SEED  
320 - 7th St .....LA 2-7242
- J B HILL CO  
724 Yosemite Blvd .....LA 3-3226
- HOME FEED & LOCKER CO  
411 H St .....LA 3-3868
- JOHNSON FEED & SUPPLY CO  
11th & B Sts .....LA 4-3101
- McHENRY FARM SERVICE  
McHenry Av .....LA 4-0596
- NORTHERN CALIF WAREHOUSE CO  
9th & B Sts .....LA 2-9015

**Feeds—Hog & Poultry**

- NORTHERN CALIF WAREHOUSE CO  
9th & B Sts .....LA 2-9015

**Feed Tanks—Custom  
Built**

- LADD WELDING  
Rt 2, Box A 38, Amer Av LA 2-4273

**Fences**

- FARMERS LUMBER CO  
P O Box 367, Ceres ....LA 7-0331
- GROUND LUMBER CO  
1625 McHenry Av .....LA 2-1001
- MODESTO BUILDERS SUPPLY CO  
601 S 99 Hwy .....LA 2-3223
- STANISLAUS FARM SUPPLY, INC  
1405 - 8th St .....LA 2-7278
- VALLEY BUILDERS SUPPLY CO  
Roseburg & Virginia Avs.LA 3-0768

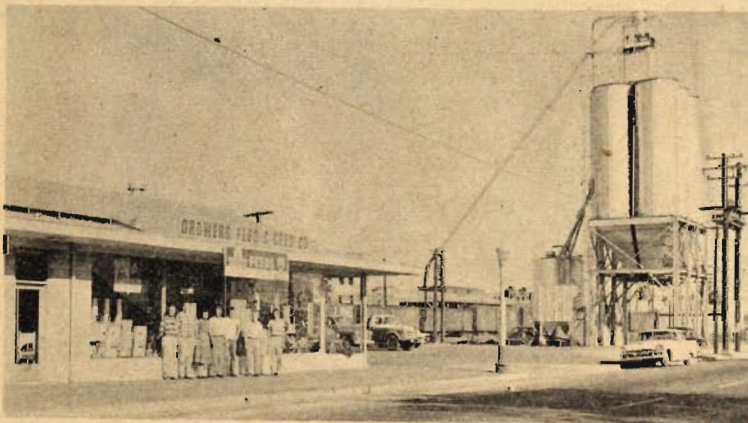
**Fertilizer Applicators**

- CHEMICAL FERTILIZER CO  
Claus Rd .....LA 4-1424

**Fertilizers**

- B & M CO  
915 B St .....LA 2-3277
- VICTOR M BROWN  
203 - 7th St .....LA 4-2875
- CALIF SPRAY-CHEMICAL CORP  
541 Crows Landing Rd..LA 4-6221
- CHEMICAL FERTILIZER CO  
Claus Rd .....LA 4-1424
- DON E DENLINGER  
Carver Rd .....LA 2-1506
- L A FEED & HARDWARE  
1635 Crows Landing Rd.KE 7-4071
- K G LEASURE FERTILIZER SERVICE  
1409 Waverly Dr .....LA 3-2074
- ORGANIC FERTILIZER SUPPLY  
320 Grand Av .....LA 3-3501

**Growers Feed & Seed**



320 - 7th STREET

**ALBERS**

QUALITY-CONTROLLED FEEDS

\* \* \*  
Poultry - Dairy - Turkey

Rabbit & Pigeon

Bulk Or Sacked

**FREE DELIVERY  
IN TRADE AREA**

**LA 2-7242**



*Don't Throw Your Oil Away - Clean It Up*  
**OIL DOES NOT "WEAR OUT"**  
*When Properly Filtered Through The*

**FRANTZ**  
**Miracle**  
**OIL FILTER**

*Easy To Change  
Filter Unit*

*Filter Unit Costs  
Only 15 Cents  
At Any Grocery*



*No Limit On Oil  
Filtration*

*Simple & Positive  
Filtration Methods  
Used*

**AUTO . . . DIESEL ENGINES . . . INBOARD BOATS  
TRUCKS . . . TRACTORS**

**ENDS OIL CHANGES FOREVER . . . YOU CAN'T AFFORD TO BE WITHOUT IT**

*Thousands Are In  
Successful  
Operation*



**Main Plant: 7 Miles East  
of Modesto On Rt. 132  
Phone LA 2-7923**



*Greatest Automotive  
Development In  
Years*



**Installation Shop:  
18th & "H" Streets  
The Filter Center  
HEART OF MODESTO  
Phone: LA 2-5165 Modesto**



**Fertilizers**

PAINÉ & SIMPSON SEED CO  
1312 J St ..... LA 2-4492  
STANISLAUS FARM SUPPLY, INC  
1405 - 8th St ..... LA 2-7278

**Fertilizers—Mfgs & Whsle**

CHEMICAL FERTILIZER CO, INC  
Claus Rd ..... LA 4-1424  
ORFAC CORP  
310 Grand ..... LA 4-5268  
SUNLAND INDUSTRIES  
1212 J St ..... LA 3-2530

**Fertilizing**

HAWKE DUSTERS  
Airport ..... LA 3-1970

**Fibreglass**

UNITED INSULATION CO  
2017 Yosemite Blvd ..... LA 4-6023  
VALLEY ASBESTOS CO  
1601 McHenry Av ..... LA 4-5188  
(See Display - Postcard)

**Fiberglass Work**

WINFIELD'S CUSTOM SHOP  
451 Tully Rd ..... LA 2-7169

**Fill Dirt**

VICTOR M BROWN  
203 - 7th St ..... LA 4-2875

**Filters—Auto, Boat, Tractors & Trucks**

THE FILTER CENTER  
MIRACLE OIL FILTERS  
1806 H St ..... LA 3-5165  
MODESTO ENGINE CONVERSION  
Rt 1, Box 951 ..... LA 2-7923

**Financing**

A C L, INC  
2224 McHenry Av ..... LA 4-1789  
COMMERCIAL CREDIT CORP  
1214 K St ..... LA 2-3274  
FOURTEENTH & D FINANCE CO  
14th & D Sts ..... LA 4-2867  
HOME FINANCE CORP  
1129 - 10th St ..... LA 3-7709  
HOUSEHOLD FINANCE CORP  
1020 - 11th St ..... LA 4-3121  
MERCANTILE ACCEPTANCE CO  
1220 K St ..... LA 3-4531  
MODESTO FINANCE & THRIFT CO  
1030 - 11th St ..... LA 4-4411  
MODESTO PRODUCTION CRED ASSN  
1205 K St ..... LA 2-1089  
MORRIS PLAN  
1201 J St ..... LA 4-5016  
SEABOARD FINANCE CO  
1212 J St ..... LA 3-2616  
TOWN & COUNTRY FINANCE & THRIFT CO.  
1218 I St ..... LA 4-5571

**Fire Alarm Systems**

WELTON CO  
1601 McHenry Av ..... LA 3-2530

**Fire Extinguishers**

ROBERT R CHRISTENSEN  
1510 Beverly Dr ..... LA 2-4600  
DRY CHEMICAL PACIFIC  
105 G St ..... LA 3-8389  
(See Display - Postcard)

**Fireplace Builders**

R L BOYD & SON  
628 Duncan Av ..... LA 3-5067  
WM FOX  
1302 Princeton Av ..... LA 2-4955  
WARREN D STEVENS  
Temperate Rd ..... LA 3-6781

**Fireplace Equipment**

MODESTO HARDWARE CO, INC  
912 - 11th St ..... LA 3-2679

**Fish—Retail & Whsle**

AMERICAN FISH MARKET  
439 McHenry Av ..... LA 3-4065  
MODESTO SEAFOODS  
128 H St ..... LA 4-3836

**Fishing Bait**

MODESTO ROD & GUN SHOP  
714 H St ..... LA 3-4486  
RAY'S ROD & GUN SHOP  
423 S 99 Hwy ..... LA 2-5078

**Fishing Supplies & tackle**

ED F LACQUE & SONS  
907 - 13th St ..... LA 2-3038  
MODESTO ROD & GUN SHOP  
714 H St ..... LA 3-4486  
PARADISE VARIETY STORE  
1404 Paradise Rd ..... LA 3-0926  
WALTERS VARIETY, INC  
701 H St ..... LA 3-3345

**5 Cents to \$1 Stores**

J C COOPER 5 & 10 CENT STORE  
1604 Tully Rd ..... LA 2-7518

**Floor Coverings**

BUDGET FURNITURE CO  
1611 Yosemite Blvd ..... LA 3-8021  
DANDY CARPET SERVICE  
510 G St ..... LA 2-4673  
HOUSE OF CARPETS  
920 McHenry Av ..... LA 3-5664  
(See Display - Postcard)  
JOHNSTON-LOWELL FL COVERING  
1308 McHenry Av ..... LA 3-6528  
LINOLEUM CENTER  
1313 J St ..... LA 4-2768  
WOODWORTH'S INTERIORS  
215 McHenry Av ..... LA 2-3478

**Floor Laying & Refinishing**

BALCH & TAYLOR  
1504 - 10th St ..... LA 3-8270  
C & L FLOOR CO  
822 Yosemite Blvd ..... LA 4-3317

Cont.

*Johnston - Lowell*  
**FLOOR COVERING**



*Installation Specialists*

HANDLING SUCH NATIONALLY FAMOUS BRANDS AS  
ARMSTRONG - GOLDSEAL - KENTILE And Many Others

Venetian Blinds, Carpeting, Wall & Floor Tile

1308 McHENRY

LA 3-6528

COVERING CENTRAL CALIFORNIA .....



Over 40 Yrs. Combined Experience to Serve You

★ LICENSED CONTRACTORS -- FREE ESTIMATES ★

**1504 10th St Modesto**

**BALCH & TAYLOR**

**FLOOR & WALL COVERINGS**

- LINOLEUM
- ASPHALT TILE
- RUBBER TILE
- VINYL TILE
- FORMICA
- CARPET
- WINDOW SHADES
- WINDOW BLINDS
- METAL & PLASTIC WALL TILE
- CORK TILE

— Commercial & Residential —

**NO DOWN PAYMENT**  
**36 MONTHS TO PAY!!**

Distributors For  
HILLYARDS Waxes & Floor Finishes - CLARKE Polishers

Phones: LA 3-8270 & LA 2-3577



# THE MODESTO TRIBUNE

“Stanislaus County’s  
Fastest Growing  
Weekly Newspaper”

## STIFFLER HARDWOOD FLOOR CO.

Experienced Operators — Quality Workmanship

LATEST NEW PORTABLE EQUIPMENT



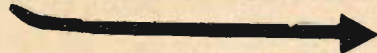
CARPET CLEANING  
COLOR RESTORING  
MOTH PROOFING  
COMPLETELY ODORLESS

*We Operate in  
Your Home*



NEW FLOORS INSTALLED  
OLD FLOORS  
REFINISHED

*Full Line of Materials*



301 11th & C St., Modesto

C. A. STIFFLER, Owner

LA 4-2942

IF NO ANSWER - CALL  
KE 7-1546 or LA 3-8260



**Floor Laying**

H D JOHNSON FLOOR SERVICE  
Rt 8, Box 1031 ..... LA 2-6671  
MODESTO FLOOR CO  
301 - 11th St ..... LA 2-0850  
RUSH BROS FLOOR SANDING & FIN  
538 Orangeburg Av ..... LA 2-6037  
STIFFLER HARDWOOD FLOOR CO  
301 - 11th & C Sts ..... LA 4-2942  
KE 7-1546

**Floor Machines—  
Rental**

BALCH & TAYLOR  
1504 - 10th St ..... LA 3-8270

**Floor—Masonry**

R L BOYD & SON  
628 Duncan Av ..... LA 3-5067

**Floor Materials**

BALCH & TAYLOR  
1504 - 10th St ..... LA 3-8270  
LA 2-3577

W P FULLER & CO  
1312 J St ..... LA 3-6407  
JOHNSTON-LOWELL FLOOR  
COVERING  
1308 McHenry Av ..... LA 3-6528

**Floor Waxes**

BALCH & TAYLOR  
1504 - 10th St ..... LA 3-8270  
LA 2-3577

**Florists**

FRANK BURTON FLOWERS  
1310 J St ..... LA 3-8313  
DENISON'S FLORAL  
1013 I St ..... LA 3-1839  
FRANTZ NURSERY  
P O Box 667 ..... LA 2-2077

**GRUBER'S AFRICAN VIOLET  
NURSERY**

Rt 6, Bx 423B, Scenic Dr LA 2-0185  
LOUIE F HAMMER  
1612 J St ..... LA 3-2691  
HART FLORAL  
908 - 12th St ..... LA 4-1401  
LOOMIS SEED & FLORAL CO  
1006 - 10th St ..... LA 3-6447  
MODESTO FLORAL, THE  
1121 J St ..... LA 2-5211  
ORDWAY FLORISTS  
1030 - 13th St ..... LA 3-6129  
SCENIC FLORAL  
605 Scenic Dr ..... LA 2-3545  
VAN NAME HOME & GARDEN  
1320 Yosemite Blvd ..... LA 3-3685

**Foam Rubber & Foam  
Rubber Furniture**

TROY BUNCH, The Seat Cover King  
13th & H Sts ..... LA 4-2604  
(See Display - Backstrip & Postcard)

**Food Processing**

TURLOCK COOPERATIVE GROWERS  
PRODUCTS, P O Box 948  
Salida-Oakdale Hwy ..... LA 3-6548

**Food Products**

EGGO FOOD PRODUCTS  
1609 Victor Way ..... LA 2-7753  
HOSKING'S FOOD PRODUCTS  
611 N Franklin ..... LA 2-6598  
NORCAL MODESTO FOOD DISTR  
711 - 7th St ..... LA 4-1049  
WHOLESALE FOOD PRODUCTS CO  
1225 - 8th St ..... LA 2-4821  
(See Frozen Foods)

**Foods—Frozen**

PAUL'S MEAT SERVICE  
1119 Yosemite Blvd ..... LA 3-0041

**Foods—Take Out**

CARMEN'S MEXICAN FOODS  
1700 McHenry Av ..... LA 4-2621  
FORMOSA STEAK HOUSE  
701 S 99 Hwy ..... LA 4-2674  
OVER THE WAVES TAMALES PARLOR  
513 - 12th St ..... LA 2-8587

**Foot Appliances**

CHILDREN'S BOOTERY  
1301 J St ..... LA 2-6940  
A D CRAIG CO  
1016 I St ..... LA 3-6761

**Formica Tops**

LINOLEUM CENTER  
1313 J St ..... LA 4-2768  
YE OLDE CABINET SHOPPE  
114 Drake Av ..... LA 2-0029

**Foundations**

AMERICAN HOUSE MOVERS  
2112 Blue Gum Av ..... LA 2-1288

**Foundries**

BARRY FOUNDRY  
221 E Coolidge Av ..... LA 3-1396

**Freezers**

ASBILL'S  
14th & D Sts ..... LA 2-9051  
MINIMAX, INC  
1513 Scenic Dr ..... LA 2-8417

**Freight Consolidation**

CENTRAL TERMINALS  
315 - 11th St ..... LA 2-2354

**Freight Forwarding**

CALIF MOTOR EXPRESS, LTD  
Spencer Av, Lapham Dr ..... LA 2-9036  
VALLEY EXPRESS CO  
7th & K Sts ..... LA 3-8301

**Frost Protection**

KROELLS PACKING SUPPLY  
N 99 Hwy, Bx 990, Turf ME 4-5424  
(See Display - Turlock Insert)  
TOWT WIND MACHINE  
N 99 Hwy, Bx 990, Turf ME 4-5424  
(See Display - Turlock Insert)

**Frozen Food Hauling**

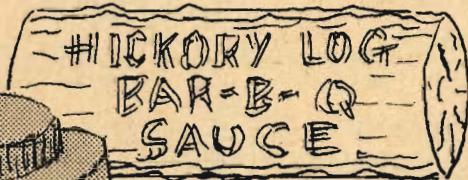
KING'S COUNTY TRUCK LINES  
California Av ..... LA 4-3113

**Frozen Food Locker—  
Supplies**

PAUL'S MEAT SERVICE  
1119 Yosemite Blvd ..... LA 3-0041

**It's New...It's Tantalizing...Try**

Clip Tip and  
cap  
Use Cap  
to keep Sauce  
fresh. — No  
spilling.



WONDERFUL WITH MEATS, FOWL  
FISH' . . . JUST A LITTLE WILL ADD  
A SMOKY SPICY FLAVOR TO MANY  
OF YOUR FAVORITE FOODS.

- ONLY FINEST INGREDIENTS
- NO WATER OR OIL ADDED
- WILL NOT SEPARATE
- USE DURING COOKING OR WHILE SERVING

Packed in Special  
12-oz. Plastic  
RE-USABLE  
Squeeze Bottle

... Let's You  
use just the  
right amount  
... no brush  
needed.

★  
At  
Your  
Favorite  
Grocer

Product of  
The Locally  
Owned and  
Operated—

**HICKORY LOG PROCESSING CO.** 625 KEARNEY  
MODESTO

LOCAL NEWS  
SOCIETY  
WOMEN'S FEATURES

are carried each week

in the

**MODESTO TRIBUNE**

Call LAmbert  
3 - 8 3 7 8

and order your  
subscription today



# PAUL'S MEAT SERVICE

OUR MEATS ARE ALL QUALITY PRODUCTS

*Tender . . . Delicious Flavor*  
*USDA Inspected or Cal DA* ✕

CUTTING - CURING - WRAPPING (For Lockers Or Home Freezers) - SMOKING - QUICK-FREEZING



ALL-STEEL LOCKERS RENTED BY MONTH OR YEAR

☆ *We Carry A Complete Line Of Supplies for Home Freezers*

1119 YOSEMITE BLVD.

FAY & PAUL WHITE, Owners

Tel : LA 3-0041

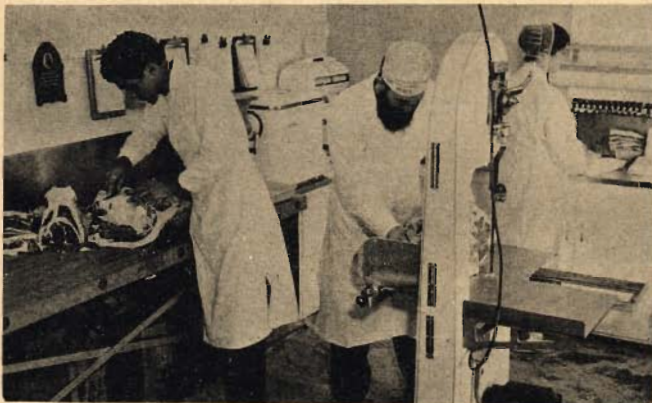
# J. L. OYLER FROZEN FOOD BANK

*"OUR SUCCESS IS MEASURED BY SATISFIED CUSTOMERS"*

COMPLETE CUSTOM MEAT PROCESSING

Cutting - Wrapping - Curing & Smoking

\* *Custom Slaughtering On Your Ranch*



Choice - Quality Meats Supplied - Expertly & Honestly Processed for Your Locker Or Home Freezer

● LOCKER BOXES FOR RENT ●

CARVER ROAD, MODESTO  
500 ft. South of Standiford

TRY OYLER'S  
GOLDEN BROWN SMOKED TURKEY

LA 4-0487



**Frozen Food Lockers—Rentals**

HEINY'S FROZEN FOOD CENTER  
704 I St .....LA 3-0074  
J L OYLER FROZEN FOOD BANK  
Rt 3, Box 418 .....LA 4-0487  
PALO VERDE MARKET & REF SERV  
Kansas Av .....LA 2-0249  
PAUL'S MEAT SERVICE  
1119 Yosemite Blvd .....LA 3-0041  
WISE'S MEAT LOCKER  
Rt 5, Bx 830, Blue Gum, LA 2-2256

**Frozen Foods**

ANGELO'S MARKET  
Store 1, 9th & H Sts ...LA 3-0753  
Store 2, 1406 Ardmore. LA 2-5516

CALIF FROZEN FOODS, INC  
Tully Rd .....LA 3-6421  
CHAPMAN FROZEN FOODS  
360 S Daly Av .....LA 3-6413  
J L COUGHLIN & CO, INC  
Spencer Av .....LA 3-1891  
FARMERS FROZEN FOOD CO  
2080 Yosemite Blvd .....LA 4-3138  
JOHN INGLIS FROZEN FOODS CO  
Daly Av .....LA 2-7246  
LeBARON FROZEN FOODS  
1228 Scenic Dr .....LA 3-3296  
MINIMAX, INC  
1513 Scenic Dr .....LA 2-8417  
MORRIE H MORGAN & CO  
2080 Yosemite Blvd .....LA 3-2663  
J L OYLER FROZEN FOOD BANK  
Rt 3, Box 418 .....LA 4-0487  
RANDY'S FROZEN FOODS  
1402 Oakwood Dr .....LA 4-3745

**Frozen Foods—Meats**

PAUL'S MEAT SERVICE  
1119 Yosemite Blvd ...LA 3-0041

**Fruit Drying**

MODESTO DRY YARD, INC  
120 - 10th St .....LA 4-3155  
STANISLAUS DRY YARD  
Waterford Rd .....LA 4-2713

**Fruit Packers' Equipment**

TRI-PAK MACHINERY SERVICE, INC  
1532 Victoria Dr .....LA 4-2041

**Fruit & Vegetable**

**Growers & Shippers**

AMERICAN NAT'L FOODS, INC  
Spencer Av & Yosemite. LA 2-9385  
DANIEL ARENA & CO  
Maze Blvd .....LA 3-3407  
CHARLES BOYSEN  
202 - 11th St .....LA 2-5602  
COUTURE FARMS  
Coldwell Av .....LA 3-5084  
FRITTS & GROSS  
1226 I St .....LA 2-7639  
GEORGE KOUNIAS FRUIT CO  
Yosemite Blvd .....LA 4-3079  
JOSEPH LaROSA & SONS  
11th & C Sts .....LA 3-6247  
MODESTO FRUIT EXCHANGE  
11th & D Sts .....LA 2-3754  
MODESTO PRODUCE PACKING CO, INC.  
420 - 7th St .....LA 3-2406  
NAKAGAWA BROS  
Dakota Av .....LA 3-6568  
NAKAGAWA FARMS  
P O Box 289 ...LA 4-2516 - 3-6568  
JAMES W SMITH  
1507 - 9th St .....LA 3-3378  
STANISLAUS DRY YARD  
Waterford Rd .....LA 4-2713  
STRANGIO FRUIT CO  
Old 99 Hwy .....KE 7-0815  
TURLOCK COOPERATIVE GROWERS  
P O Box 948 .....LA 3-6458  
Salida-Oakdale Hwy

**Fruits—Dried**

JOHNSON FRUIT CO  
11th & B Sts .....LA 4-3101  
PASA DEL ORO RANCHO  
801 Crows Landing Rd. LA 3-3316  
ROSENBERG BROS & CO, INC  
Old 99 Hwy .....KE 7-0525

**Fruits & Vegetables—Retail**

DAVIS & SONS PRODUCE  
S 99 Hwy .....LA 2-9872  
FARMER'S MARKET  
N 99 Hwy .....LA 4-3636

**Fruits & Vegetables—Wholesale**

A-1 PRODUCE  
724 - 7th St .....LA 3-0938  
CROWS LANDING PRODUCE  
549 Crows Landing Rd. LA 2-9713  
FARMER'S MARKET  
N 99 Hwy .....LA 4-3636  
HOBBS PARSONS PRODUCE CO  
1513 Cherrywood Dr .....LA 2-2851  
JOSEPH LaROSA & SONS  
11th & C Sts .....LA 3-6247  
MODESTO FRUIT EXCHANGE  
11th & D Sts .....LA 2-3754  
MODESTO PRODUCE PACKING CO, Inc  
420 - 7th St .....LA 3-2406  
ROSE BROTHERS  
509 - 9th St .....LA 2-7217  
LA 2-2981 - LA 2-0334

**Funeral Directors**

FRANKLIN & DOWNS FUNERAL  
HOME, 704 - 12th St ...LA 3-9135  
SALAS BROS - MOORE FUNERAL  
CHAPEL, 419 Scenic Dr. LA 3-5646  
SHANNON FUNERAL CHAPEL  
16th & I Sts .....LA 2-1034

**Fur Farms**

UNITED NUTRIA CO  
McHenry Av .....LA 3-9920

**Furnaces**

A-1 SHEET METAL CO  
Kansas Av betwn LA 3-7956  
Borden's & Playland LA 2-8358  
L W Adams  
1025 Hackberry Av ...LA 3-5389  
DeHART SHEET METAL & PLMBNG  
135 Kerr Av .....LA 3-4578  
DePONTE PLUMBING  
132 Drake Av .....LA 4-6141  
ERICKSON APPLIANCE PLUMBING  
& SHEET METAL  
1616 Tully Rd .....LA 2-7042  
FELTZ'S ZERO REFRIGERATION  
819 - 15th St .....LA 4-2589  
A P FISCHER, INC  
1310 - 9th St .....LA 4-6274  
(See Display - Double Truck)  
J GREENBERG & CO, INC  
1330 - 9th St .....LA 3-4412  
HANSEN'S  
429 Tully Rd .....LA 2-5261  
FRED L HILL  
1137 Needham Av ...LA 2-1049  
I C REFRIGERATION SERVICE, INC  
741 S 99 Hwy .....LA 2-1065  
ROTH SHEET METAL CO  
1134 Scenic Dr .....LA 3-7736  
SLAKEY BROS, INC  
529 Kansas Av .....LA 2-7287  
STANISLAUS SHEET METAL WKS  
130 Rosemary Lane ...LA 3-4921  
REX A TANNER  
719 Yosemite Blvd ...LA 2-7259  
DICK THOMPSON  
1717 Yosemite Blvd ...LA 3-2541

**Furnaces—Repairing & Cleaning**

MODESTO GAS APPLIANCE SERVICE  
1509 Grimes Av .....LA 2-8781  
PRESTON PLUMBING  
1611 Bronson Av .....LA 4-0947  
REX A TANNER  
719 Yosemite Blvd ...LA 2-7259  
DOC WATSON SERVICE CLINIC  
711 - 11th St .....LA 2-2603  
WINTER ELECTRIC & GAS SERVICE  
715 Kazmir Ct .....LA 3-2429

**Furniture—Custom Made**

CUSTOM UPHOLSTERY SERVICE  
1352 Paradise Rd .....LA 3-3342  
GALLIHER'S FURNITURE CO  
724 - 14th St .....LA 2-9301

**Furniture—Juvenile**

BUDGET FURNITURE CO  
1611 Yosemite Blvd ...LA 3-8021

**STANISLAUS DRY YARD**

*We Buy Fruit For Cash!*

**JUICE GRAPES FOR SHIPPING  
PEACHES FOR DRYING**

**See Us Before You Sell**

**Waterford Road & Mariposa LA 4-2713**

**minimax**  
**foods**

**Call LA 2-8417 ...  
For Complete Information  
In Your Own Home ... At No  
Obligation!**

**SAVE ON YOUR FOOD BILLS WITH  
MINIMAX**

**★ TRAINED FOOD COUNSELOR TO SERVE YOU ★**

**1513 SCENIC DRIVE**

**LA 2-8417**



**Furniture—New**

ALLYN'S SLEEP SHOP  
912 McHenry Av ..... LA 2-2809  
ASBILL'S  
14th & D Sts ..... LA 2-9051  
FRANCIS P ATTEBERRY  
1431 McHenry Av ..... LA 3-8075  
B & F FURNITURE MART  
1511 - 10th St ..... LA 3-2891  
BUDGET FURNITURE CO  
1611 Yosemite Blvd ..... LA 3-8021  
CULVER FURNITURE STORE  
1415 J St ..... LA 2-8972  
GALLIHER'S FURNITURE &  
UPHOLSTERY CO.  
724 - 14th St ..... LA 2-9301  
GRAHAM'S FURNITURE & APPL  
1511 J St ..... LA 2-1169  
HART'S UNFINISHED FURNITURE  
939 McHenry Av ..... LA 4-4334  
HAWLEY'S UPHOLSTERY  
428 S 99 Hwy ..... LA 2-4425  
JOHNSTON FURNITURE CO  
1321 McHenry Av ..... LA 2-3680  
LA BATT & SON FURNITURE CO  
1316 J St ..... LA 2-9482  
LESLIE'S  
1316 J St ..... LA 2-4781  
LOSHER'S DEPARTMENT STORE  
10th & K Sts ..... LA 3-3245  
MAJESTIC FURNITURE CO  
620 H St ..... LA 2-2346  
McMAHAN FURNITURE CO  
1028 - 10th St ..... LA 3-9155  
MODESTO FURNITURE CO  
1220 McHenry Av ..... LA 2-5263  
MODESTO FURNITURE EXCHANGE  
600 H St ..... LA 3-4905  
MODESTO FURNITURE SERVICE  
McHenry Av N of Sylvan, LA 3-8075  
RICE FURNITURE CO  
619 S 99 Hwy ..... LA 4-1474  
SLATER'S FURNITURE  
1605 J St ..... LA 2-9097

SMITH FURNITURE CO  
732 Yosemite Blvd ..... LA 3-3269  
STACY'S BARGAIN HOUSE  
513 S 7th St ..... LA 2-2456  
UNION FURNITURE CO  
915 - 11th St ..... LA 3-3271  
VRH'S  
2037 Yosemite Blvd ..... LA 3-5472  
R M WARD FURNITURE STORE  
700 Crows Landing Rd. LA 3-2815  
J S WEST & CO  
709 - 9th St ..... LA 3-8371  
WHERRY FURNITURE CO  
917 - 11th St ..... LA 3-2629  
WOODWORTH'S INTERIORS  
215 McHenry Av ..... LA 2-3478

**Furniture—Used**

BUDGET FURNITURE CO  
1611 Yosemite Blvd ..... LA 3-8021  
BURKETT & MYERS  
McHenry Av ..... LA 3-0755  
CANADA'S FURNITURE  
461 S 7th St ..... LA 4-2616  
DELHART'S MATTRESS FACTORY  
1029 Boulder Av ..... LA 3-7505  
DICKEN'S FURNITURE  
1002 Crows Landing Rd. LA 2-1349  
GOODWILL INDUSTRIES  
1238 Crows Landing Rd. LA 2-1576  
GREENHAW'S FURNITURE  
1318 Crows Landing Rd. LA 4-3618  
HILL'S QUALITY USED FURNITURE  
120 San Juan Dr ..... LA 2-7590  
MICHAEL'S FURNITURE STORE  
1099 S 99 Hwy ..... LA 2-4252  
MODESTO FURNITURE EXCHANGE  
600 H St ..... LA 3-4905  
HOWARD MUSGRAVE  
901 E Fairmont Av ..... LA 2-9253  
STACY'S BARGAIN HOUSE  
513 S 7th St ..... LA 2-2456  
WESTSIDE FURNITURE  
601 H St ..... LA 4-2665

**BUDGET FURNITURE CO.**

*Complete Home Furnishers*



**MODERN — PROVINCIAL — UNPAINTED**

★ \* \* \* \* \*  
**EASY BUDGET TERMS** ★

*Charge Accounts Invited*

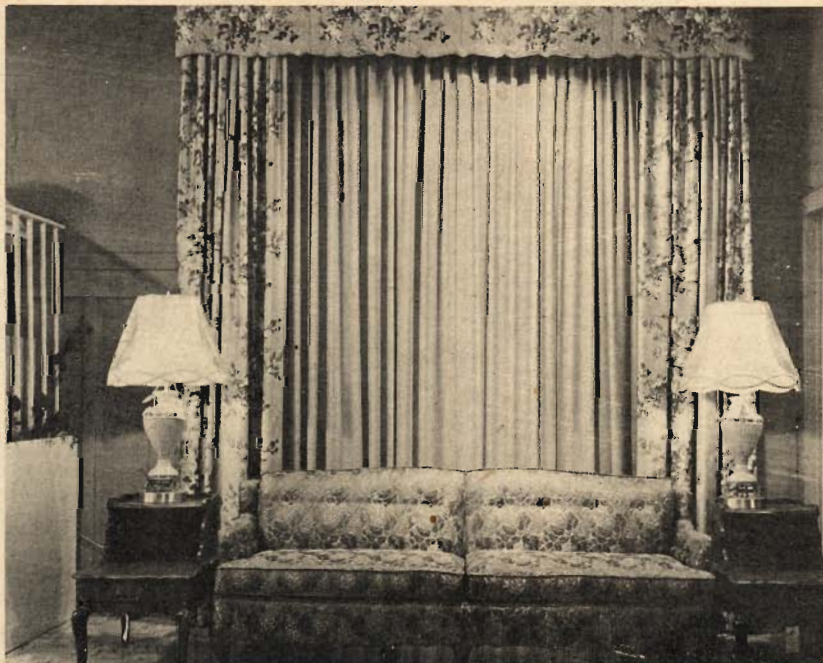
\* \* \* \* \*

**1611 Yosemite Blvd.**

**Tel: LA 3-8021**

**GALLIHER'S FURNITURE CO.**

*SERVING THE PUBLIC OVER 20 YEARS*



*Featuring French Provincial,  
Colonial and 18th Century  
Furnishings*

\* \* \*  
**Living Room- Dining Room  
& Bedroom Furniture**

- ◆ LAMPS ◆ MIRRORS ◆ DRAPERIES
- ◆ NATIONALLY ADVERTISED CARPETING

◆ **Custom - Built Upholstered  
Furniture**

*Our Furniture & Furnishings  
Cannot Be Duplicated  
In Modesto —  
Yet, Are NOT Expensive!*

**724 14th Street**

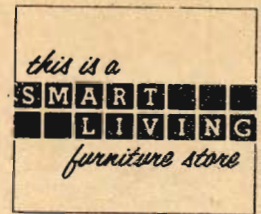
**Another Galliher Masterpiece!**

**LA 2-9301**



# Kelvinator Refrigerators, Freezers, Automatic Washers, Dryers & Electric Ranges

— WEDGEWOOD GAS RANGES —  
MAYTAG AUTOMATIC WASHERS & DRYERS



Complete line of high grade Eastern and Western made furniture. Modern, Traditional and Maple. Authorized distributor for Kelvinator refrigerators, electric stoves, washers and dryers.



We feature a complete line of gas ranges and small appliances. One of the Valley's largest selection of fine quality carpet. Stock and custom made drapery service.

# Rice Furniture Co.

619 S. 99 Highway



LA 4-1474

*Open*

MON.-FRI. 8: A.M. - 9 P.M.  
SATURDAY 8 A.M. - 6 P.M.

"OUT WHERE OVERHEAD IS LOW AND VALUES GREATER"

SMART LIVING FURNITURE STORES IS A GROUP OF OVER 300 INDEPENDENTLY OWNED FURNITURE STORES THROUGHOUT THE COUNTRY WHICH HAVE JOINED FORCES TO BRING YOU . . .

EXTRA SAVINGS THROUGH HUGE VOLUME PURCHASES—A PURCHASING POWER OF OVER \$150 MILLION.

EXCLUSIVE DESIGNS MADE POSSIBLE BY OUR COMBINED POWER TO BUY IN LARGE QUANTITY.

INTERIOR DECORATING ASSISTANCE UNDER THE GUIDANCE OF EXPERIENCED SMART LIVING HOME COORDINATORS.





**Furniture**

**Manufacturers**

GALLIHER'S FURNITURE & UPHOL CO  
724 - 14th St ..... LA 2-9301  
STANISLAUS MILL & MFG CO  
630 Kearney Av ..... LA 2-2623  
STOTTS STUDIO  
Yosemite Blvd ..... LA 4-0908

**Furniture—Cleaning,  
Repairing &  
Refinishing**

JAMISON FURNITURE SHOP  
1162 Scenic Dr ..... LA 3-2689  
MODESTO FURNITURE SERVICE  
McHenry Av N of Sylvan LA 3-8075

**Furniture—Unfinished**

BUDGET FURNITURE CO  
1611 Yosemite Blvd ..... LA 3-8021  
HART'S UNFINISHED FURNITURE  
939 McHenry Av ..... LA 4-4334

**Furs**

HAMMETT'S  
1013 - 10th St ..... LA 4-5221

**Games & Game  
Supplies**

TOYS GALORE  
1323 Yosemite Blvd ..... LA 2-1113

**Garage & Service  
Station Equipment**

BENSON & ZIMMERMAN  
11th & H Sts ..... LA 4-3131  
(See Display - Page Facing Inside  
Back Cover)

**Garages**

HERRON'S GARAGE & MACH SHOP  
621 - 11th St ..... LA 3-0490  
TOW SERVICE GARAGE  
531 Crows Landing Rd .. LA 2-1865  
(See Display - Inside Front Cover)  
WHEELER'S GARAGE  
744 Empire ..... LA 4-1845  
C H WILLIAMS & SON  
632 - 11th St ..... LA 3-8339

**Garbage Collection**

AIRPORT GARBAGE SERVICE  
508 S Santa Cruz Av .. LA 2-9479  
MODESTO GARBAGE CO  
1029 - 8th St ..... LA 3-0721  
SANDERS GARBAGE SERVICE  
Crows Landing Rd .... LA 2-0431

**Garbage Disposal  
Equipment—**

**Repairing**  
ELECTRO-WAY CO  
611 McHenry Av ..... LA 4-0919  
REX A TANNER  
719 Yosemite Blvd .... LA 2-7259

**Garden Equipment  
Rental**

BERRY & LEWIS RENTALS  
1116 McHenry Av ..... LA 3-8038  
(See Display - Reverse Double Truck)  
YOSEMITE GARDEN SUPPLIES  
1007 Yosemite Blvd .... LA 4-3335

**Garden Equipment &  
Supplies**

GROWERS FEED & SEED  
320 - 7th St ..... LA 2-7242  
J B HILL CO  
724 Yosemite Blvd .... LA 3-3226  
HISCHIER NURSERY  
310 W Granger Av .... LA 3-6096  
L A FEED & HARDWARE  
1635 Crows Landing Rd. KE 7-4071  
LOOMIS SEED & FLORAL CO  
1006 - 10th St ..... LA 3-6447  
ED J LYNG CO  
Coldwell Av & 99 Hwy .. LA 2-1055

McHENRY NURSERY  
115 W Orangeburg Av .. LA 3-5264  
MODESTO HARDWARE CO, INC  
912 - 11th St ..... LA 3-2679  
SCENIC NURSERY  
1313 Scenic Dr ..... LA 3-7978  
STANISLAUS FARM SUPPLY, INC  
1405 - 8th St ..... LA 2-7228  
STANISLAUS IMPLEMENT & HDWE  
10th & F Sts ..... LA 3-0781

**Garden Furniture**

RUMSEY'S TENT & AWNING CO  
1127 Needham Av .... LA 4-5041  
STOTTS STUDIO  
Yosemite Blvd ..... LA 4-0908



**JAMISON  
FURNITURE SHOP**

**MORE THAN 20 YEARS EXPERIENCE**  
**ALL WORK DONE BY EXPERT CRAFTSMEN**

- ANTIQUES REPAIRED & RESTORED
- WE CARRY A LARGE SELECTION OF FABRICS  
IN ALL PRICE RANGES

**Shop & Display Room**      ★ **All Work Guaranteed**

**1162 SCENIC DR.**      W.R. (BILL) and E. G.  
JAMISON      **LA 3-2689**

**RECOVERING**

**REPAIRING**

**MODERNIZING**

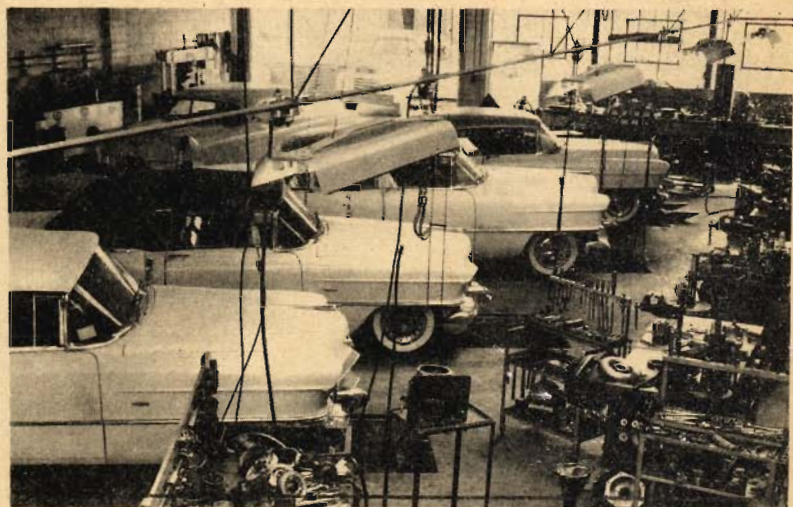
**UPHOLSTERING**

**AUTOMATIC TRANSMISSION REPAIRS**  
COMPLETE AUTOMOTIVE SERVICE

*By Factory-trained Experts*



**HYDROMATIC - DYNAFLOW**  
**FORD-O-MATIC - POWERGLIDE**  
**JET-A-WAY - BORG-WARNER**  
**POWERFLITE**  
**TURBOGLIDE - TORQUSFLITE**  
ETC .



**HERRONS GARAGE & MACHINE SHOP**

**671 11th St**

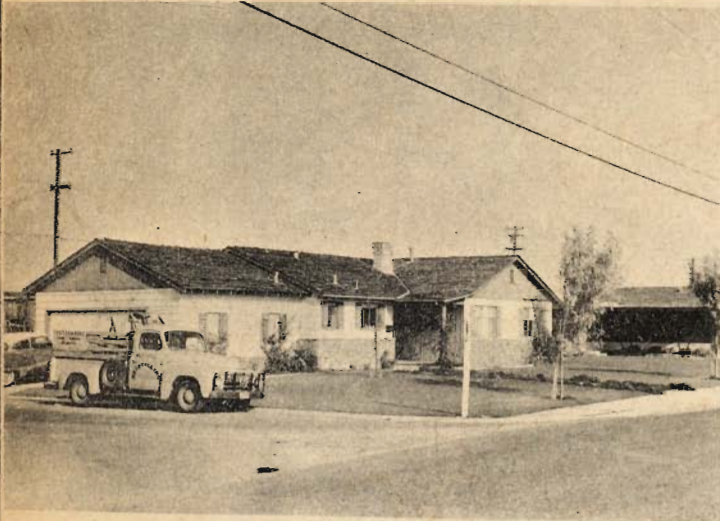
OVER 50 YEARS IN MODESTO

**LA 3-0490**



## DOUGHERTY'S GARDEN SERVICE

Your Problems Our Specialty



— Landscaping Old or New Property —  
 ROTOTILLING • GRADING • LEVELING  
 LAWNS • GARDENS  
 Call LA 2-7772 For Prompt Pleasing  
 Service — FREE Estimates Anywhere  
 — MODESTO —

### Garden Hose

GARY'S BICYCLE SHOP  
 615 H St ..... LA 3-5230

### Gardeners

T DOUGHERTY'S  
 740 S Santa Cruz Av .. LA 2-7772

### Gas Appliances

ANNAN'S BUTANE-PROPANE SERV  
 731 B St ..... LA 3-2631  
 FARMERS' TOWN & COUNTRY APPL  
 756 S 99 Hwy ..... LA 2-5271  
 HARRINGTON'S GAS APPL SERVICE  
 1215 Dunning Lane .... LA 2-0739  
 MODESTO GAS APPLIANCE SERVICE  
 1509 Grimes Av ..... LA 2-8781  
 DOC WATSON SERVICE CLINIC  
 711 - 11th St ..... LA 2-2603  
 J S WEST & CO  
 709 - 9th St ..... LA 3-8371

### Gas Equipment— Service

HARRINGTON'S GAS APPL SERVICE  
 1215 Dunning Lane .... LA 2-0739  
 MODESTO GAS APPLIANCE SERVICE  
 1509 Grimes Av ..... LA 2-8781

### Gas—Liquefied Petroleum

ANNAN'S BUTANE-PROPANE SERV  
 731 B St ..... LA 3-2631  
 FARMER'S VAN GAS  
 756 S 99 Hwy ..... LA 2-5271  
 MODESTO OIL CO  
 837 S 99 Hwy ..... LA 4-6375  
 J S WEST & CO  
 709 - 9th St ..... LA 3-8371

Need a . . .

Florist  
 Plumber  
 Painter  
 TV Expert  
 Roofer  
 Floorman  
 Contractor

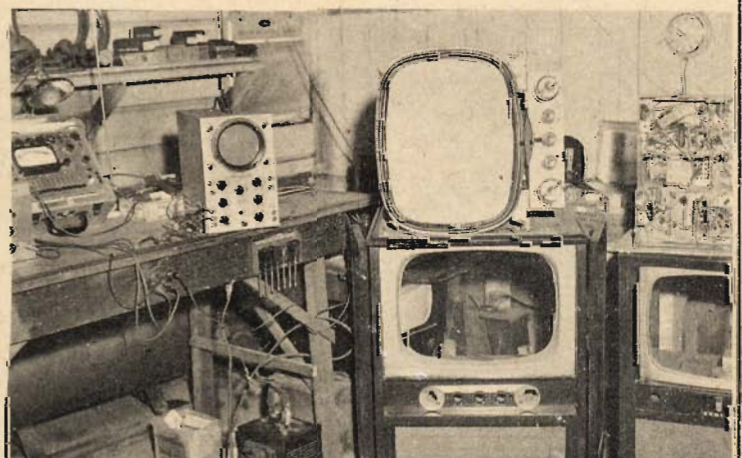


Consult . . .

The Classified

# WHEELER'S GARAGE

Expert . . . Dependable Automotive Repairs



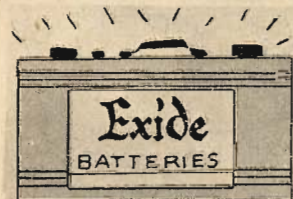
## COMPLETELY EQUIPPED MACHINE SHOP

- GENERAL AUTO REPAIRS
- RADIO AND TV REPAIRS
- ELECTRIC & ACETYLENE WELDING

MODESTO

744 EMPIRE AVE.

SAME LOCATION 13 YEARS



LA 4-1845





# ED GRAINGER

DISTRIBUTOR

FLYING  PRODUCTS

PETROLEUM REQUIREMENTS FOR THE FARM, AUTOMOTIVE, COMMERCIAL & INDUSTRIAL ENTERPRISES

- Truck - Auto Tires
- Batteries
- Accessories
- Pumps & Tanks
- Greasing Equipment
- Weed Killers
- Heating Oil
- Smudge Oil
- Cleaning Solvents
- Paint Thinners

*We Deliver - Following Areas*

MODESTO - SALIDA - RIPON - EMPIRE - HUGHSON - CERES - KEYES - ADAIR - WATERFORD - ESCALON OAKDALE - HICKMAN - LAGRANGE

*Telephone Answering Service*

CALL ANY TIME — DAY OR NIGHT  
SEVEN DAYS A WEEK

—TIDEWATER OIL COMPANY—

P. O. Box 856 Phone LA 2-9067 102 N. 99 Hwy  
MODESTO, CALIFORNIA

# SEASIDE OIL Co.

A. M. DUCKART, DISTRIBUTOR  
STANISLAUS COUNTY



Gasoline . . . BRUNSWICK Tires . . .  
SEASIDE Batteries

*We Specialize In Wholesale Farm  
Delivery*

GILMORE AVE.

LA 4-1735

# MODESTO OIL CO.

*We Deliver Anywhere!*



FARM & COMMERCIAL

DOUGLAS Diesel Fuel . . . Stove Oil . . .

● GASOLINE . . . OIL & GREASE ●

● VALVOLINE OIL & GREASE ●

● BATTERIES

● TIRES

837 S. 99 HIGHWAY

LA 4-6375

# OLIVER HEERSINK

GENERAL CONTRACTOR



*A Specialist In Building  
QUALITY Homes!*

**EXPERT REMODELING**

1206 Greenwood Dr.

LA 2-0808