

Maxine Barrett Gifts

"We Have ONLY "Perfect Gifts"



A COMPLETE LINE OF

- BRASS - COPPER - POTTERY - CHINA - IMPORTS
- PICTURES - SCULPTURE - STAINLESS STEEL - SILVER
- PEWTER - CARDS - STATIONERY - CANDLES - LINENS
- PLACE MATS - TIES ●

1526 "J" ST.

LA 2-6947

AMERICAN GLASS CO.

Dependable Glass Work & Repairs



Free Estimates on all Job Glazing Contracts

- BROKEN GLASS REPAIRED
- SHOWER DOOR & TUB ENCLOSURES
- PATIO SLIDING DOORS & ALUMINUM WINDOWS
- FURNITURE & DESK TOPS MADE TO ORDER
- STORE FRONTS

ANDREW CAMPI

411 E. Coolidge Owner Tel: LA 2-7007

Gasoline & Oil Distributors

- BEACON GASOLINE, PETROLEUM PRODUCTS CO, INC
Yosemite Blvd & Santa Cruz
LA 3-6943
- HANCOCK OIL DISTRIBUTORS
Gilmore Av & Yosemite Blvd
LA 4-3116
- FOX & MUNSON, INC
Yosemite BlvdLA 3-7765
- GENERAL PETROLEUM CORP
Yosemite BlvdLA 3-7765
- MODESTO OIL CO
837 S 99 HwyLA 3-6647
- RICHFIELD OIL CORP
9th & Needham StsLA 3-7378
- SEASIDE OIL CO, A M Duckert, Dist
P O Box 1152LA 4-1735
- SHELL OIL CO, Distributor
11th & B StsLA 2-3383
- SIGNAL OIL CO
Gilmore AvLA 2-0825
- DAN SORANNO GASCO SERVICE
1432 - 9th StLA 3-6020
- STANDARD OIL CO OF CALIF
8th & B StsLA 2-7291
- SUNLAND REFINING CORP
S 99 HwyKE 7-0771
- TIDEWATER OIL CO, Ed Grainger, Dist
102 N 99 HwyLA 2-9067
- UNION OIL CO OF CALIF
Virginia AvLA 3-9167

Gas Tanks

- MODESTO RADIATOR SHOP
525 - 13th StLA 3-6617

Gem Cutting & Materials

- MODESTO LAPIDARY SUPPLY
909 J StLA 3-2425

Gem Stones

- MODESTO LAPIDARY SUPPLY
909 J StLA 3-2425

Generators—Electric

- MACK'S RADIATOR REPAIR
1095 S 99 HwyLA 2-4534

Gifts

- ART CRAFT PHOTO SERVICE
201 H StLA 3-7862
- BARKER & BRANDT HRDWE CO
930 - 11th StLA 3-3589
- MAXINE BARRETT GIFTS
1526 J StLA 2-6947
- CHITURAS POTTERY PATIO
GARDEN & GIFT SHOP
1015 S 99 HwyLA 2-3129
- DANIEL'S HOUSE OF BARGAINS
924 - 10th StLA 2-1863
- FRANTZ NURSERY
P.O. Bx 667 River Road LA 2-2077
- GARDNER'S GIFT SHOP
929 - 13th StLA 2-5668
- LEE'S GIFTS & JEWELRY
1029 I StLA 2-8870
- LOWERY'S GIFT HOUSE
1101 I StLA 3-3129
- MODESTO HARDWARE CO, INC
912 - 11th StLA 3-2679
- MODESTO LUGGAGE SHOP
1207 J StLA 3-2832
- PAUL'S REXALL DRUGS
Store No 1
1313 Yosemite BlvdLA 2-7297
- Store No 2
1031 W Orangeburg Av. LA 3-3247
- VILLAGE HEARTH & HOME
1700 McHenry AvLA 2-1201
- WALTER'S VARIETY, INC
701 H StLA 3-3345
- YARN & GIFT SHOP
307 Downey AvLA 3-0075

Gifts—Domestic & Imported—Retail & Wholesale

- TURLOCK HEALTH FOOD & SUPPLY CENTER
112 S Center St, Turlock, ME 4-7765
(See Display - Postcard)

Glass

- ACME GLASS CO
710 G StLA 3-5674
(See Display - Reverse of Inserts)
- ALWINTITE HORIZONTAL SLIDING WINDOW
822 Yosemite BlvdLA 4-3317
- AMERICAN GLASS CO
411 E Coolidge AvLA 2-7007
- CENTRAL GLASS CO
1314 - 10th StLA 3-6482
- DURHAM BODY SHOP
1204 - 9th StLA 4-6344
- W P FULLER & CO
1312 J StLA 3-6407
- MODESTO AUTO GLASS CO
1020 - 9th StLA 2-8929

Glass Desk Tops

- MODESTO AUTO GLASS CO
1620 - 9th StLA 3-8929

Glass Fibre Materials

- UNITED INSULATION CO
2017 Yosemite BlvdLA 4-6023
- WINFIELD'S CUSTOM SHOP
451 Tully RoadLA 2-7169

Glass Showcases

- ACME GLASS CO
720 G StLA 3-5674
(See Display - Reverse of Inserts)

Glassware

- WALTER'S VARIETY, INC
701 H StLA 3-3345

Glazing—Contractors

- ACME GLASS CO
710 G StLA 3-5674
(See Display - Reverse of Inserts)

Goats' Milk

- CARNATION CO FRESH MILK & ICE CREAM DAIRY
227 Maze BlvdLA 3-2390

Gold Buyers

- HALL'S WATCH & JEWELRY SHOP
700 H StLA 3-5347

Golf Courses

- DEL RIO GOLF & COUNTRY CLUB
St Johns RdLA 2-5206

Grain

- GRANGE CO THE
208 N 99 HwyLA 3-0741
- GROWERS FEED & SEED
320 - 7th StLA 2-7242
- NORTHERN CALIF WAREHOUSE CO
9th & B StsLA 2-9015
- PEERLESS MILLING CO, INC
1021 - 8th StLA 2-5189
- STANISLAUS FARM SUPPLY CO
1405 - 8th StLA 2-7228
- STANLEY & KIRKMAN
730 - 10th StLA 3-4525
- TOPPER FEED MILLS
Kansas AvLA 3-0481

Grain & Bean Cleaning

- STANISLAUS FARM SUPPLY CO
1405 - 8th StLA 2-7228

Greases

MODESTO TALLOW CO
Crows Landing Rd LA 2-7224
PACIFIC TALLOW CO, INC
Carpenter Rd KE 7-3232

Greeting Cards—Retail

ART CRAFT PHOTO SERVICE
201 H St LA 3-7862
MAXINE BARRETT GIFTS
1526 J St LA 2-6947
BOOKSTOR, THE
1317 J St LA 4-1109
GARDNER'S GIFT SHOP
929 - 13th St LA 2-5668
PAUL'S REXALL DRUGS
Store No 1
1313 Yosemite Blvd LA 2-7297
Store No 2
1031 W Orangeburg Av. LA 3-3247
WALTER'S VARIETY, INC
701 H St LA 3-3345

Greeting Card Mfrs

SIERRA CARD CO
3rd & I Sts LA 4-1308

Grinding—Precision

BOUDREAU MACHINE CO
Orangeburg Av LA 2-5858
CANTELE'S SAW SHOP
609 G St LA 2-8559
VALLEY SAW WORKS
418 H St LA 2-4863

Grocers

ANGELO'S MARKET
Store No 1
9th & H Sts LA 3-0753
Store No. 2
1406 Ardmore Av LA 2-5516
BEN'S MARKET
1020 McHenry Av LA 2-2939
BERTSCH'S GROCERY
McHenry Av LA 3-5754

BI-RITE MARKET
1300 Coldwell Av LA 3-3750
C & C MARKET
McHenry Av LA 2-6238
CARVER MARKET
1416 Carver Rd LA 2-7101
COMBES GROCERY
101 I St LA 3-4782
CONDIT'S MARKET
421 Maze Blvd LA 2-2823
CONETTO GROCERY
1508 McHenry Av LA 2-6386
COURTESY MARKET
346 Colorado Av LA 2-2036
DAVIS GROCERY
1029 Herndon Rd LA 3-7926
DAVIS MARKET
McHenry Av LA 3-0404
DAVISON GROCERY
1501 Oregon Dr LA 3-7494
DEAN'S GROCERY
400 Glenn Av KE 7-3355
DOWNEY AVENUE MARKET
401 Downey Av LA 2-1126
EAST'S CASH MARKET
702 H St LA 2-2029
ECONOMY MARKET
903 S Jefferson LA 2-9715
FAIRVIEW GROCERY
1554 Inyo Av KE 7-3206
FIFTH AV GROCERY
508 Glenn Av KE 7-4377
FRANK'S MARKET
503 S 99 Hwy LA 2-9673
FRIENDLY MARKET, THE
1506 H St LA 2-0963
GENE'S MARKET
501 E Morris Av LA 3-1530
H & H MARKET
503 Scenic Dr LA 2-5589
HARRINGTON'S
228 Maze Blvd LA 2-6693
HERNDON ROAD MARKET
1125 Herndon Rd LA 2-3025

Cont.

ANGELO'S MARKETS



*For The Finest In Garden-Crisp
Vegetables & Orchard-Fresh Fruits
Come to 'ANGELO'S Markets*

Our Meat Dept. Features ONLY USDA Choice Steer Beef . . .
The Finest . . . Most Flavorful Obtainable!

NATIONALLY-ADVERTISED BRANDS!

● BIRDSEYE FROZEN FOODS ● DV ICE CREAM

Store No. 1 Store No. 2
9th & H Streets Modesto Corner College & Orangeburg

**MANSELL'S
GROCERY & MARKET**



For Quality

GROCERIES . . . MEATS . . . PRODUCE

- NOTIONS ● SMALL HARDWARE
- ELECTRICAL WIRING SUPPLIES ●

HOURS: 8 A.M. TO 7 P.M.

DELIVERY SERVICE

1420 OREGON DRIVE

LA 2-3423

MENDENHALL MARKET



COMPLETE LINE OF GROCERIES

- FRESH FRUITS & VEGETABLES
- FROZEN FOODS ● MEATS

Toys . . . Drugs . . . Stockings

1609 Monterey Blvd

LA 2-8530

So-oo LATE...



NORMAN'S Fine Foods

Modesto's Only OWL Store



GROCERIES - MEATS - PRODUCE - BEER & WINE

OPEN: 8 a.m. Until 12 Midnight -
Sundays Till 10 p.m.

919 YOSEMITE BLVD.

LA 2-2932

Paradise Market



Top Quality . . . Delicious . . .

GROCERIES . . . MEATS . . . PRODUCE

★ Soft Drinks ● Beer & Wine ● Drugs ● Sundries

HOURS: 8 A.M. TO 8 P.M.

1400 Paradise Rd

LA 3-6168

- HILL'S FOOD MARKET
1000 Beverly Dr LA 3-5272
- HOLLAND'S GROCERY
2005 Frazier KE 7-3210
- HUNTER'S MARKET
641 S 7th St LA 2-8845
- J & D FOOD CENTER
503 H St LA 3-6798
- JIM PASSALAUQUA'S
Grayston Rd KE 7-2859
- JUSTESEN'S GROCERIES
14th & J Sts LA 2-5475
Meat Dept LA 2-8773
- LIBERTY MARKET
631 - 15th St LA 2-3705
- LUCKY SPOT MARKET
406 Broadway Av LA 2-6567
- LUCKY STORES
No 55, 1217 - 10th St LA 2-4930
No 66, 1700 McHenry LA 4-0605
- LYON'S MARKET
651 Sutter Av LA 2-6787
- MACK'S MARKET
315 Laurel LA 3-9415
- MANSELL GROCERY & MARKET
1420 Oregon Dr LA 2-3423
- MARKET BASKET, THE
1904 H St LA 3-4012
- MCCART'S MARKET
1101 - 5th St LA 3-5416
- McHENRY MARKET
318 McHenry Av LA 2-0454
- MELLIS BROS COMPLETE FOOD STORES
MARKET BASKET, THE
No. 1
McHenry & Stoddard LA 3-1811
No. 2
701 I St LA 3-5118
- MENDENHALL MARKET
1609 Monterey Blvd LA 2-8530
- MIDWAY MARKET
1709 Midway Av KE 7-1532
- MILLER'S CASH MARKET
Hatch Rd LA 2-6570

- MOTLEY'S GROCERY
713 E Morris Av LA 2-2089
- NEIGHBORHOOD GROCERY
1102 Pelton LA 2-7140
- NEW DEAL MARKET
14th & D Sts LA 2-3043

- NORMAN'S FINE FOODS
919 Yosemite Blvd LA 2-2932
- NUNES MARKET
435 Empire Av LA 3-8761
- PARADISE MARKET
1400 Paradise Rd LA 3-6168
- RARK-IN MARKET
Yosemite Blvd LA 3-2804

- PEPE MARKET
530 - 14th St LA 2-9811
- QUALITY FOOD STORE
501 Sycamore Av LA 2-4214
- QWIKSERV MARKET
1122 Needham Av LA 3-0093
- RANCHO MARKET
1239 Yosemite Blvd LA 2-7423
- RAY'S MARKET
Woodland Av LA 3-9492
- RIVER ROAD MARKET
River Rd LA 2-4940

- RIVERVIEW MARKET
1800 Robertson Rd LA 3-8104
- ROBERT'S HOME MARKET
2601 Paradise Rd LA 3-2094
- ROBINSON'S MARKET
1010 Lucern Av LA 3-3432
- ROSEBURG GROCERY
719 W Roseburg Av LA 3-4750

- SAFEWAY STORES
121 N Santa Cruz
1340 McHenry

- SAVE MART STORES
1600 Yosemite Blvd
2053 Yosemite Blvd
613 Paradise Rd
1409 Crows Landing Rd
1627 Crows Landing Rd

- SANTA CRUZ MARKET
500 S Santa Cruz Av LA 3-0814
- SCENIC MARKET
1301 Scenic Dr LA 3-7158
- SCHILT'S MARKET
1424 Carver Rd LA 3-2467
- SERV U FOOD MARKET
1562 Tully Rd LA 2-6015

- STALLONE BROS GROCERY
729 - 7th St LA 3-4746
- STOUT'S MARKET
1802 Spokane KE 7-4242
- SUN GARDEN EMPORIUM
Salida-Oakdale Hwy LA 4-1042
- SUNRISE MARKET
1348 Sunrise Av LA 2-2842
- THIRD & DENVER GROCERY
501 Butte Av KE 7-4389
- THRIFTY MART MARKET
713 - 10th St LA 2-9278
- TRIANGLE MARKET
910 Needham Av LA 3-3607
- TULLY ROAD MARKET
1600 Tully Rd LA 2-7193
- WHEELER'S CASH MARKET
101 Grand LA 3-3696
- WHITTEN'S MARKET
Yosemite Blvd LA 2-1424
- WILLIAMS' MARKET
1401 Oregon Dr LA 4-0683
- WOODBIDGE GROCERY
Beckwith Rd & 99 Hwy LA 3-0106

Grocers—Wholesale

- MARKET WHOLESALE GROCERY CO
1324 Coldwell Av LA 2-5245
- CASH & CARRY No 1
1408 Coldwell Av LA 4-2423

Next
Sunday

Take
Someone
With
You
Attend
The
Church
Of
Your
Choice



Guns

ALTA VISTA SPORT SHOP
2019 Yosemite Blvd LA 2-9347
ARGONAUT GUN ROOM
607 McHenry Av LA 2-5876
BEANE'S GUN SHOP
1116 Alice LA 3-4966
JACK'S SPORT SHOP
1817 Crows Landing Rd. KE 7-3742
KELLY'S SPORT SHOP
725 - 7th St LA 2-4207
ED F LACQUE & SONS
907 - 13th St LA 2-3038
MODESTO ROD & GUN SHOP
714 H St LA 3-4486
RAY'S ROD & GUN SHOP
423 S 7th St LA 2-5078

Gunsmiths

BEANE'S GUN SHOP
1116 Alice St LA 3-4966
ED F LACQUE & SONS
907 - 13th St LA 2-3038

Guttering

A-1 SHEET METAL CO
Kansas Av betwn Borden's &
Playland LA 3-7956 Res. LA 2-8358

Gypsum

CHEMICAL FERTILIZER CO
Claus Rd LA 4-1424

Haberdasher

J S WILLIAMS CO
804 - 10th St LA 3-4973

Halls & Auditoriums

CALIFORNIA BALLROOM
6th & E Sts LA 3-3101
ODD FELLOWS TEMPLE
211 Bodem LA 2-9695

Handicraft Supplies

BOB'S CYCLERY
1245 Yosemite Blvd LA 3-1768
GEORGE H HAY
908 J St LA 2-9340
MARSHALL'S LEATHER
829 - 10th St LA 2-6398
MODESTO HOBBYCRAFT
818 - 10th St LA 2-6534

Hardfacing

BAMBACIGNO WELDING WORKS
McHenry & Oakdale-Salida Hwy
LA 2-6273

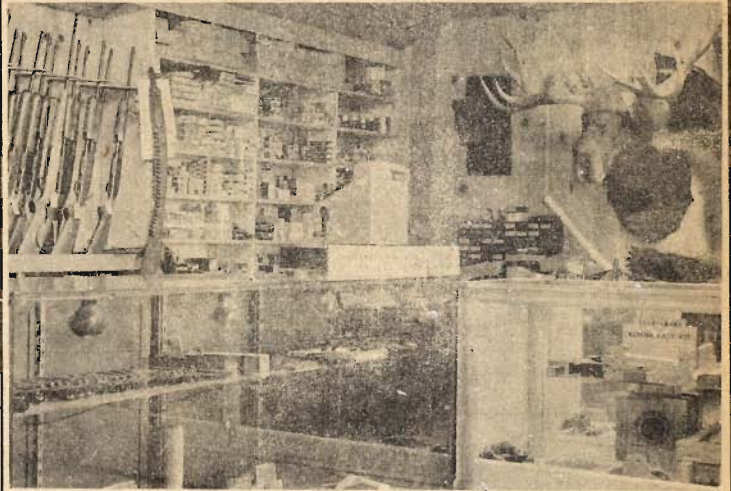
Hardware

BARKER & BRANDT HRDWE CO
930 - 11th St LA 3-3589
DAYTON HARDWARE CO, INC
1310 Yosemite Blvd LA 3-4601
ENSLEY-DUNCAN LUMBER CO
202 Santa Cruz Av LA 3-7789
J GREENBURG & CO
1326 - 9th St LA 3-4412
GROUND LUMBER CO
1625 McHenry Av LA 2-1001
HARRINGTON'S
228 Maze Blvd LA 2-6693
L A FEED & HARDWARE
1635 Crows Landing Rd. KE 7-4071
MANSELL GROCERY & MARKET
1420 Oregon Dr LA 2-3423
McHENRY HARDWARE
306 McHenry Av LA 2-2538
MODESTO BUILDERS SUPPLY CO, Inc
601 S 99 Hwy LA 2-3223
MODESTO HARDWARE CO
912 - 11th St LA 3-2679
PARADISE VARIETY STORE
1404 Paradise Rd LA 3-0926
PROCESSOR'S HRDWE & EQPT CO
2021 Yosemite Blvd LA 4-1404
STANISLAUS IMPLEMENT & HRDWE
10th & F Sts LA 3-0781

Beane's Gun Shop

Authorized Sales & Service

Browning - Winchester - Remington - Colt - Husquarna



SPORTING GOODS

★ CUSTOM RIFLES BUILT TO ORDER ★

Rifles - Pistols - Revolvers - Shotguns - Telescopes

BAUSCH & LOMB Binoculars & Scopes

Hand Loading Supplies - AMMUNITION

1116 ALICE ST G. W. BEANE, Owner LA 3-4966

Modesto Rod & Gun Shop

Serving The Modesto Area Over 12 Years



Authorized Dealer For EVINRUDE Outboard Motors

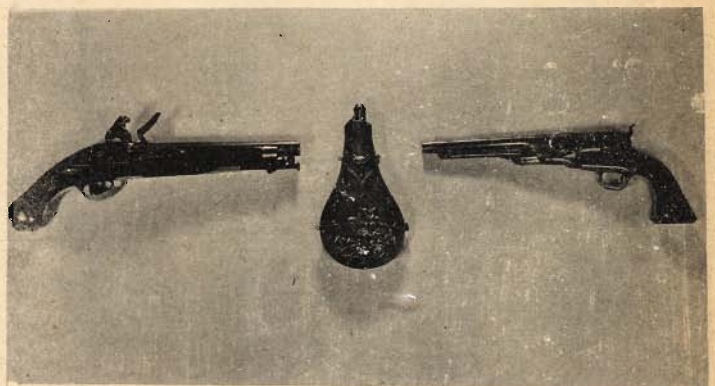
DEALER FOR: * * *
BEELINER - YELLOW JACKET - P-14 FIBREGLASS - BOATS

*Everything In Fishing Tackle
Fresh & Frozen Sardines & Red Worms*

WINCHESTER, SAVAGE & REMINGTON RIFLES & SHOTGUNS
714-716 "H" St RUTH & CHUCK BORWIG OWNERS LA 3-4486

ARGONAUT GUN ROOM

GUNS BOUGHT SOLD & TRADED



I PAY CASH FOR BOTH OLD & NEW FIREARMS
THAT OLD RELIC IN THE ATTIC MAY BE WORTH
\$\$ TO YOU !!

☆ IF YOU HAVE GUNS FOR SALE - CALL COLLECT ☆

Open Evenings & Sundays

LAWTON N. HARDS, Owner
607 Mc Henry Ave. Modesto LA 2-5876

SUN GARDEN HARDWARE
Salida-Oakdale HwyLA 2-0101

TURNER HARDWARE CO
College & W Orangeburg LA 3-6468
9th & H StsLA 2-7251

VALLEY BUILDERS SUPPLY CO
Roseburg & Virginia Aves. LA 3-0768

VIC'S HARDWARE
1328 Crows Landing Rd. LA 2-3152

VILLAGE HARDWARE
1700 McHenry AvLA 3-3875

WALTER'S VARIETY, INC
701 H StLA 3-3345

Hardware—Whsle & Mfrs

CENTRAL VALLEY HARDWARE CO
1512 E StLA 3-4809

DUNHAM CARRIGAN & HAYDEN CO
2203 Glendale AvLA 2-7451

MODESTO SUPPLY CO
123 Phoenix AvLA 3-8429

SAN JOAQUIN WHOLESALE CO
1130 - 6th StLA 3-7960

Harvesters

J M EQUIPMENT CO
819 S 99 HwyLA 2-3271

Harvesting Contractors

GODFREY F CESMAT
Rosemore AvLA 3-6212

Hatcheries

FOSTER FARMS HATCHERY
Indiana AvLA 3-9674

ORANGE ROAD HATCHERY
1141 El Vecino AvLA 2-5530

SANDERS HATCHERY
Rt 4, Box 3079KE 7-2949

WICKENS BROS TURKEY HATCHERY
Whitmore AvKE 7-0733

Hatchery Supplies

BARKER POULTRY EQUIPMENT CO
315 Kansas AvLA 3-5627

HATCHERY SUPPLY CO
Rt 4, Box 2074LA 2-0698

ORANGE ROAD HATCHERY
1141 El Vecino AvLA 2-5530

Hat Renovators

BONFIGLIO HAT SHOP
Old Oakdale RdLA 2-6198

Hats

DUNNING MILLINERY
811½ - 10th StLA 2-5198

J S WILLIAMS CO
804 - 10th StLA 3-4973

Hauling

J W CIPPONERI
Rt 6, Box 1416ALA 2-3618

TALBOT TRUCKING CO
529 N FranklinLA 3-6484

Hay

FLOYD E OVERHOLTZER
1435 Leonard AvLA 3-6969

Hay Balers & Tools

CORNFORTH TRACTOR CO
1302 - 9th StLA 2-5225

(See Display - Agricultural Page)

J M EQUIPMENT CO
819 S 99 HwyLA 2-3271

Hay—Wholesale

EDWIN L KYTE CO
316 10th StLA 3-1897



The Firms Who Have Supplied This
Directory to You, Through Their
Advertising, Appreciate
Your Patronage

VISIT THEIR PLACES
OF BUSINESS

You Will Find Them Friendly,
Courteous and Pleasant

MODESTO HARDWARE CO.

SERVING THE COMMUNITY OVER THREE-QUARTERS OF A CENTURY!



Authorized dealers for —



Ranges & Heaters - - - Since 1896

• ANDIRONS & FIREPLACE SCREENS • POWERMOWERS
VACUUM CLEANERS • WASHERS & DRYERS • HOT
WATER HEATERS



We strive to serve your every housewares
and gift need

☆☆ FOR INTERIOR & EXTERIOR PAINTS - SEE OUR
WIDE SELECTION

Hardware - Tools For Shop & Home - Sporting
Goods - Major & Small Appliances

8:30 to 5:30 Daily Except Thursdays - Thursdays Till 9 p.m.

912 - 11th ST

• FRED & SHELDON OTIS, Owners •

See our cutlery — By CASE — The world's finest cutlery

LA 3-2679

Health Food Products

DANE'S NUTRITION
1321 J St LA 2-0855
HEALTH WAY FOOD CENTER
1616 J St LA 4-0478
MODESTO VEGETABLE JUICE BAR
116 H St LA 4-2915
TURLOCK HEALTH FOOD &
SUPPLY CENTER
112 S Center St Turlock ME 4-7765
(See Display - Postcard)

Hearing Aids

BELTONE HEARING AID CENTER
944 - 13th St LA 4-2159
W. C. HIXSON
829 - 13th St LA 2-3710
MAICO HEARING SERVICE
829 - 13th St LA 2-3710
SONOTONE OF MODESTO
1024 - 11th St LA 3-8097

Hearing Equipment

MAICO HEARING SERVICE
829 - 13th St LA 2-3710

Heaters

DePONTE PLUMBING
132 Drake Av LA 4-6141
A P FISCHER, INC
1310 - 9th St LA 4-6274
(See Display - Double Truck)
I C REFRIGERATION SERVICE, INC
741 S 99 Hwy LA 2-1065
(See Display - Inside Back Cover)
PETERSON PLUMBING INC
1316 - 9th St LA 3-3266

Heaters—Orchard

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

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

Heating

A-1 SHEET METAL CO
Kansas Av btwn Borden's
& Playland LA 3-7956 LA 2-8358
L W ADAMS CO
1025 Hackberry Av LA 3-5369
DePONTE PLUMBING
132 Drake Ave LA 4-6141
A P FISCHER, INC
1310 - 9th St LA 4-6274
(See Display - Double Truck)
I C REFRIGERATION SERVICE, INC
741 S 99 Hwy LA 2-1065
(See Display - Inside Back Cover)
DICK THOMPSON
1717 Yosemite Blvd LA 3-2541

Heating Equipment

DOC WATSON SERVICE CLINIC
711 - 11th St LA 2-2603

Herbs

LAP LAP CHINESE HERB CO
729 - 5th St LA 2-7697
N S SUE HERB CO
701 - 8th St LA 2-0039

Hides

MODESTO TALLOW CO
Crows Landing Rd LA 2-7224
PACIFIC TALLOW CO, INC
Carpenter Rd KE 7-3232

**High Fidelity Equip-
ment**

HARLEY'S RECORDS
1218A J St LA 3-2677
HOOVER'S HOME FURNISHINGS
1304 Scenic Dr LA 2-1093

MADDUX TV & APPLIANCES
533 McHenry Av LA 2-9033
QUALITY SOUND SHOP
1308 J St LA 4-0988
RADIO ELECTRONICS
1226 H St LA 2-7678
(See Display - Postcard)
RECORD RANCH
No. 1 1018 J St LA 3-5079
No. 2 915 W Roseburg LA 3-0768

High Fidelity Repair

HANS RADIO & TELEVISION
626 H St LA 3-2756

Hobby & Model

Supplies

HAY'S HOBBY HOUSE
908 J St LA 2-9340

HOBBYCRAFT SCHOOL
1648 Ohio Av LA 3-6121
MODESTO HOBBYCRAFT
818 - 10th St LA 2-6534
MODESTO LAPIDARY SUPPLY
909 J St LA 3-2425
TRAINS & PLANES TOY SHOP
1700 McHenry Av LA 3-1558

Hobbycraft Instruction

HOBBYCRAFT SCHOOL
1648 Ohio Av LA 3-6121

**Hoisting & Rigging
Service**

HOAGLAND'S TRANSPORT SERVICE
450 S 99 Hwy LA 3-1845
J C STOUT
1312 Stockton Av LA 3-7300

Maico Hearing Service
W. C. HIXSON, Agent

*Serving the Modesto Area With Hearing
Aids Over Fifteen Years - Modesto's Oldest!*



M.A.I.CO.—MEDICAL ACOUSTIC INSTRUMENT COMPANY
Hearing Glasses - All-in-The-Ear Models - Behind The Ear
Models - In-the-Hair Barette Models & Others
829 - 13th St. LA 2-3710

Hobbycraft School

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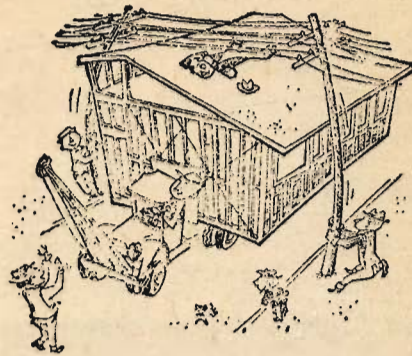
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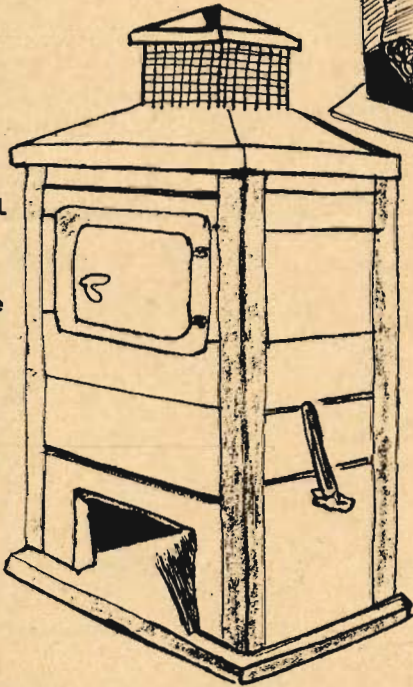
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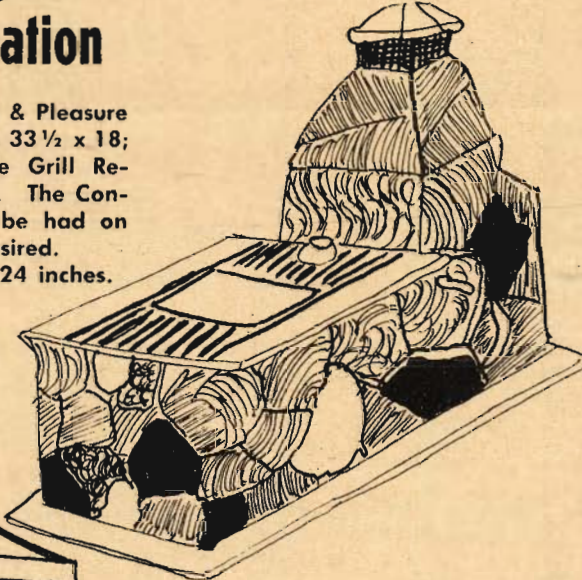
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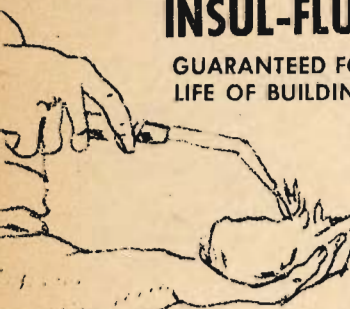
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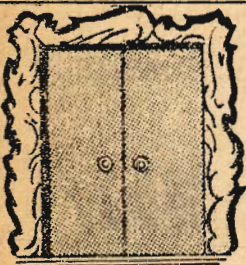


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AMERICA
829 - 13th St LA 2-3710
STANISLAUS COUNTY MUTUAL FIRE
INS CO, 1104 - 12th St LA 2-7208
STATE FARM MUT AUTO INS CO
1624 J St LA 4-5107
TRAVELERS INS CO OF HARTFORD,
CONN, 1115 I St LA 2-3201

TRUCK INSURANCE EXCHANGE
1018 - 14th St LA 4-1471
UNION CENTRAL LIFE INS CO
509 Esgar Av LA 3-6268
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P O Box 821 LA 2-3659

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13th & H Sts LA 4-2604
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954 - 10th St LA 2-3328
HOBART LANKFORD SPRAY
PAINTING & DECORATING
1910 Michel LA 3-1769
LESLIE'S
1316 J St LA 2-4781
V L MATTESON
910 Elm Av LA 2-0818
RAY'S PAINTING SERVICE
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WHERRY FURNITURE CO
 917 - 11th St ... LA 3-2629
WOODWORTH'S INTERIORS
 215 McHenry Av ... LA 2-3478

Investigators

V L BORDEN DETECTIVE AGENCY
 P O Box 1228 ... LA 2-1147

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V L BORDEN DETECTIVE AGENCY
 P O Box 1228 ... LA 2-1147

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 Hotel Covell ... LA 3-7759
FIRST CALIF COMPANY
 1024 J St ... LA 2-7102
HOOVER & FAY
 Hotel Covell ... LA 3-7759
INSURANCE SECURITIES INC
 Don W Hughes, Agent
 1750 Eureka ... KE 7-4092
 George Dahlgren, Agent
 Tully Rd ... LA 2-8210
INVESTORS DIVERSIFIED SERVICES
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ARCH L TAYLOR
 1115 I St ... LA 2-3201

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 220 River Rd ... LA 2-0313

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 (See Display - Postcard)

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H F GOERIZ
 127 Spencer Av ... LA 2-4524
HOWK WELL & EQUIPMENT CO
 1825 Yosemite Blvd ... LA 3-9275
STANISLAUS CONCRETE PRODS CO
 Woodland Av & 99 Hwy ... LA 2-9159
STANISLAUS FARM SUPPLY, INC
 1405 - 8th St ... LA 2-7278
STANISLAUS PUMP & SUPPLY CO
 608 - 10th St ... LA 2-9027
UNITED CONCRETE PIPE CORP
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CALIF BLDG MAINTENANCE CO
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CHIESA & SANTINI JANITOR SERV
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CUSTODIO WINDOW CLEANING & FLOOR WAXING SERVICE
 1821 Kenneth ... LA 3-0406
DAN'S JANITORIAL SERVICE
 314 College Av ... LA 4-3586
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 Foy Rd ... KE 7-2498
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 819 - 15th St ... LA 3-1273

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 1224 - 7th St ... LA 3-1823
O'BRIEN SUPPLY CO
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ROBERT H PATTERSON
 813 1/2 - 10th St ... LA 3-2444
ED REID
 1115 I St ... LA 3-5007
RAY TOMS
 1115 I St ... LA 2-7029

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CROWN JEWELERS
 815 - 10th St ... LA 4-2906
DAVID JEWELERS
 1022 J St ... LA 2-4579
DOROTHY'S HOUSE OF IMPORTS
 313 Downey Av ... LA 4-6036
EDWARDS JEWELRY
 1309 Yosemite Blvd ... LA 3-3781
FRANK A FREITAS
 1019 - 10th St ... LA 3-3005
GENSLER-LEE DIAMONDS
 921 - 10th St ... LA 3-7769
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 1105 - 10th St ... LA 3-2795
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 700 H St ... LA 3-5347
HARLAND JEWELERS
 1011 J St ... LA 2-7390
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McHENRY VILLAGE JEWELER
 McHenry Av ... LA 3-9692
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 908 - 11th St ... LA 2-7721
PORTON'S JEWELRY
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 913 1/2 I St ... LA 2-8789
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 No 2
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Wellsford Rd LA 4-0838
RALPH'S SERVICE
1100 Hatch Rd KE 7-0522
LA 3-0838
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1222 I St LA 2-9006
CARPENTERS LOCAL UNION No 1235
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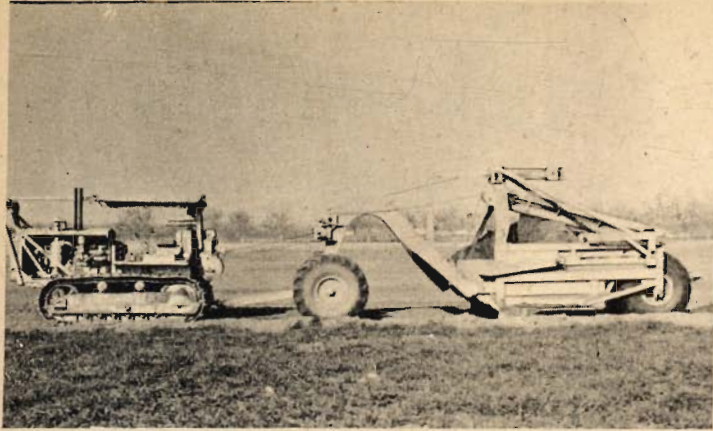
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McHENRY LAUNDROMAT
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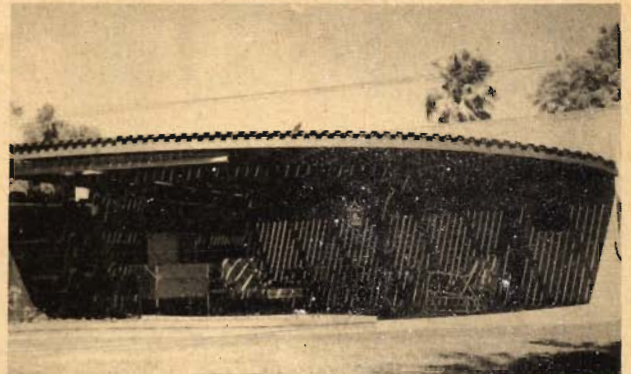
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CRAIGS'
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Linoleum Dealers

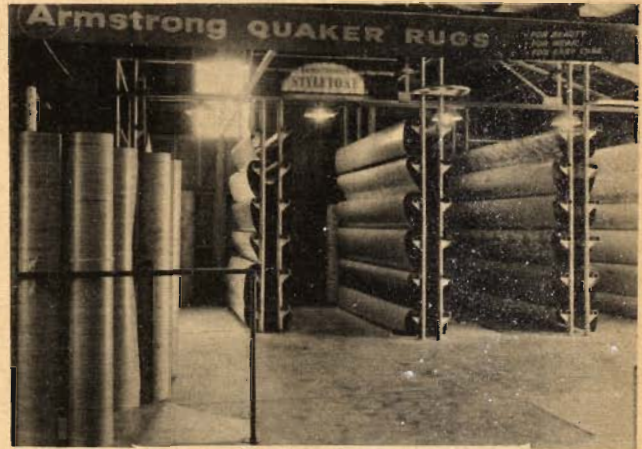
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1328 Crows Landing Rd LA 2-3152

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STORE NO 2
1406 Ardmore Av LA 2-5516
LA LOMA LIQUOR STORE
12 La Loma Av LA 2-8824
LATTIMER'S LIQUOR STORE
1347 McHenry Av LA 2-3655
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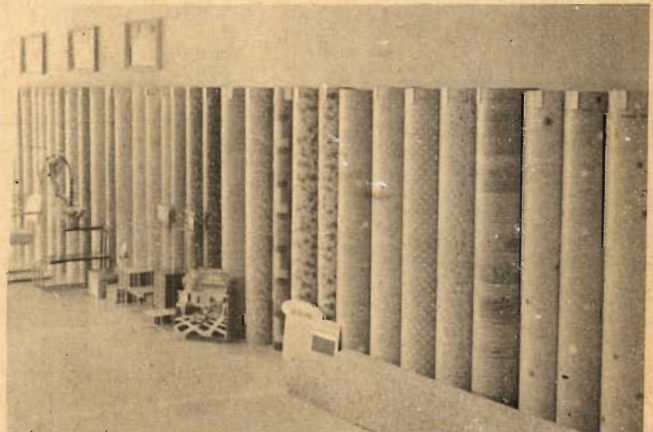
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Store No 2
104 Santa Cruz Av . . LA 2-0714
Store No 3
6th & H Sts LA 3-5129

NATIONAL BEVERAGE

8th & I Sts LA 2-6896

NEEDHAM LIQUORS

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NEW ERA CLUB

1647 Crows Landing Rd KE 7-4070

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919 Yosemite Blvd . . . LA 2-2932

ROYAL CAFE LIQUORS

1018 I St LA 3-7982

SAVE-ON LIQUOR STORE

523 Paradise Rd LA 3-6587

SCENIC LIQUORS

1292 Scenic Dr LA 3-8698

THREE B'S LIQUOR STORE

1609 Yosemite Blvd . . . LA 3-0924

TULLY LIQUOR STORE

1210 Tully Rd LA 2-5349

VARNI'S LIQUOR STORE

241 7th St LA 3-3538

VERNON CLUB

919 I St LA 2-3521

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Monte Vista Rd KE 7-2495

ARNOPOLE MEAT CO

Crows Landing Rd . . . LA 3-6901

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429 Magnolia Av LA 3-0015

DAVE CORGIAT

Rt 1 Bx 757 LA 3-2273

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Our Liquor Store Handles

All Nationally-Known Beers

&

The Finest In Imported & Domestic

Wines & Liquors

● YOUR FAVORITE DRINK SERVED AT OUR BAR ●

Drop In To The ROYAL Anytime From 8 a.m. to 2 a.m.
Where You Can Relax & Enjoy Yourself

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DRIVE IN LIQUOR STORE



The Best Brands . . . And the Best Service!

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● MIXERS

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LA 3-3538

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 Young Av LA 2-3916
 JACK S ROSS
 Albert Rd & Rice Rd LA 2-3943
 SILVEIRA'S LIVESTOCK AUCTION
 YARD
 Crows Landing Rd LA 3-6285
 L A SILVERIA
 1618 Timothy Av LA 2-5054
 501 7th St LA 3-3865
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 EMPIRE HERFORDS
 Empire-Hughson Hwy LA 2-8208
 ROGER JESSUP FARMS ARTIFICIAL
 BREEDING SERVICE LA 3-6506
 VALLEY ARTIFICIAL BREEDERS
 1512 E St LA 3-8321

Livestock Hauling

CARL GISLER
 Shoemake Ave LA 3-2265
 RAY SCROGGINS
 Monte Vista Rd KE 7-2717

Loans

AMERICAN TRUST LOANS
 1101 J St LA 3-9101
 BENEFICIAL FINANCE CO
 1222 J St LA 3-1825
 COAST MORTGAGE CO
 920 13th St LA 3-0774
 COMMERCIAL CREDIT PLAN INC
 1214 K St LA 2-3247

CROCKER-ANGELO NAT'L BANK
 10th & I Sts LA 3-8351
 EQUITABLE LIFE ASSURANCE
 SOC OF THE U.S.
 434 Myrtle Av LA 2-6479
 FARMERS & MERCANTS BANK
 1700 McHenry Av LA 3-6479
 FEDERAL LAND BANK OF BERKELEY
 1205 K St LA 2-1089
 HOME FINANCE CORP
 1129 10th St LA 3-7709
 HOME LOANS
 826 12th St LA 3-2665
 HOUSEHOLD FINANCE CORP
 1020 11th St LA 3-7709
 MERCANTILE ACCEPTANCE CO
 1220 K St LA 3-4531
 MODESTO BUILDING & LOAN ASSN
 821 10th St LA 3-2648
 (See Display—Postcard)
 MODESTO FINANCE & THRIFT CO
 1030 11th St LA 4-4411
 MODESTO NAT'L FARM LOAN ASSN
 1205 K St LA 2-1089
 MORRIS PLAN
 1201 J St LA 4-5016
 PACIFIC FINANCE LOANS
 1014 12th St LA 4-3107
 PERSONAL FINANCE CO
 1222 J St LA 3-1825
 RELIABLE LOAN CO
 807 10th St LA 3-4063
 SAN JOAQUIN MORTGAGE CO
 312 Needham Av LA 4-5591
 SEABOARD FINANCE CO
 1212 J St LA 3-2616
 STANISLAUS-MERCED SAVINGS &
 LOAN ASSN
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