

DICK THOMPSON Plumbing & Heating

Authorized

... CRANE ... KOHLER ...

PLUMBING



Dealers For

& AMERICAN STANDARD

FIXTURES

RESIDENTIAL & COMMERCIAL CUSTOM HEATING & AIR CONDITIONING

RHEEM & UTILITY

AIR CONDITIONERS

MODESTO, CAL

Phone: LA 3-2541 or LA 4-2962

Jack Preston Plumbing

Where Service Is A Business . . . Not A Sideline!



HEATING & PLUMBING

Residential & Commercial

INSTALLING . . . REPAIRING . . .

REMODELING . . . FURNACES . . .

WATER HEATERS

**Complete Line Of Plumbing Fixtures
& Supplies**



FREE ESTIMATES

ALL WORK GUARANTEED



FOR 24-HOUR EMERGENCY PLUMBING SERVICE . . .

1611 Bronson Ave.

JACK PRESTON, Owner

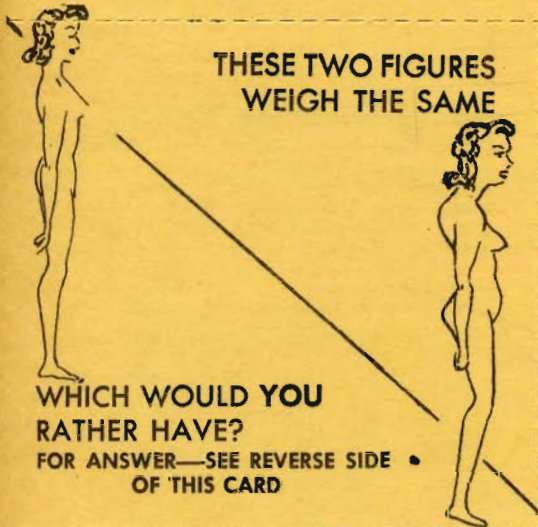
Call LA 4-0947



HI-FIDELITY SOUND SYSTEMS
TELEVISION . . . RADIOS
TAPE RECORDERS . . . RECORD PLAYERS

Radio Electronics

1226 "H" St.



THESE TWO FIGURES
WEIGH THE SAME

WHICH WOULD YOU
RATHER HAVE?

FOR ANSWER—SEE REVERSE SIDE
OF THIS CARD

\$25.00

THIS CARD WORTH \$25.00

\$25.00

On The Purchase of Any
HI-FI SYSTEM OR TELEVISION SET
(Including Portables or Items on Special Sale)

Or . . . \$10.00 . . . On Any Portable TV Or Hi-Fi.

★ Simply Detach This Card and Bring it To:—

RADIO ELECTRONICS—1226 H St.

CHOOSE A BEAUTIFUL . . . NEW HI-FI SYSTEM
OR TV SET & OWN IT NOW

On Easy Bank Terms!

\$25.00

\$25.00



— Postage Will Be Paid By —

STAUFFER HOME REDUCING PLAN

1509 K ST.

MODESTO, CALIF.

TROY BUNCH
SERVICE
AND
QUALITY



13th & H STREETS

LA 4-2604

This Card Worth \$2.50 TO YOU!

On Any Genuine TC CLEAR-VUE Plastic

Or LUM-PUF Quality Seat Covers

CUSTOM - MADE IN OUR OWN SHOP!

* ABSOLUTE SATISFACTION GUARANTEED BY TROY BUNCH PERSONALLY *

So . . . Bring This Card To 13th & H
And Get This BIG SAVINGS

From TROY BUNCH, Owner
(Formerly Bunch Bros.)

\$20.00

THIS CARD WORTH \$20.00

\$20.00

TOWARD THE PURCHASE OF ALUMAROLL
AWNINGS FOR YOUR HOME OR BUSINESS!

THIS CARD ALSO APPLIES TOWARD THE INSTALLATION OF MONARCH
Weatherstripping or JOHN'S MANVILLE *Splintex* insulation on all orders
Exceeding \$100.00.

Write 1601 McHenry

Or Phone LA 4-5188

And our representative will call you at no obligation to help you in
selecting your ALUMAROLL Awnings . . . Weatherstripping
or Insulation

\$20.00

SAVE \$20.00

\$20.00

Valley **ASBESTOS CO.**

Stanislaus County Home of The

World's Most Beautiful

Aluminum Awning . . .

ALUMAROLL

1601 McHenry

LA 4-5188

\$25.00

Now . . . YOU Can Own That New HI-FI Or TV Set . . .

\$25.00

Twenty-Five Dollars Sooner!

YES . . . THIS CARD IS WORTH \$25.00 . . . WHEN YOU PURCHASE ANY NEW HI-FI SYSTEM OR TELEVISION SET (Except Portables or Items on Special Sale)

RADIO ELECTRONICS — 1226 H St.

Arrange To Pay for Your Beautiful New TV or Hi-Fi On Our Easy Bank Terms!

\$25.00



THIS CARD IS WORTH \$10.00 ON A PORTABLE HI-FI OR TV SET



\$25.00

RADIO ELECTRONICS

MODESTO'S PIONEER TV & HI-FI DEALER OPERATED BY LEROY GEARING

Carrying The Largest Stock Of Hi-Fi Equipment In All Stanislaus County . . .

MAGNIFICENT CONSOLES OR CUSTOM INSTALLATIONS

HI-FI Components -:- Record Players -:- Tape Recorders Complete Service Dept.

1226 "H" St.

LA 2-7678

Detach and mail this self-addressed card for FREE Home Demonstration—without obligation — and \$10.00 Discount on Purchase of Home Unit.

MY NAME

ADDRESS

Phone No.

—By APPOINTMENT ONLY—

The Secret of a Beautiful Figure is POSTURE, not Pounds!

A lovely figure—the ideal of all women—is not merely a matter of weight reduction. It is rather, a well-proportioned figure—straight, graceful, relaxed . . . with weight evenly and symmetrically distributed. The Stauffer Home Reducing Plan is designed to aid you in achieving correct body alignment, rather than mere weight reduction . . . to aid you in attaining your goal of the figure perfection . . . Through an easy natural method which does not exhaust nor enervate.

PHONE OR WRITE TODAY

For Free Home Demonstration

STAUFFER HOME REDUCING PLAN

1509 K Street

Modesto, Calif.

Phone: LAmbert 4-1179

This Card Worth \$2.50 TO YOU!

On Any Genuine TC CLEAR-VUE Plastic

Or LUM-PUF Quality Seat Covers

CUSTOM - MADE IN OUR OWN SHOP!

ABSOLUTE SATISFACTION GUARANTEED BY TROY BUNCH PERSONALLY

So . . . Bring This Card To 13th & H

And Get This BIG SAVINGS

From TROY BUNCH, Owner

(Formerly Bunch Bros.)

For Quality, Beauty & Economy In Seat Covers . . . Go To

TROY BUNCH .. "The Seat Cover King"

ALWAYS THE LATEST TREND IN DESIGN!

Our T-C CLEAR-VUE Plastic Auto Seat Covers Carry a Written Lifetime Guarantee to the Original Owner

13th & "H" Street LA 4-2604

TROY BUNCH, Owner

\$20.00

THIS CARD WORTH \$20.00

\$20.00

Toward the Purchase Of ALUMAROLL Awnings

at Valley ASBESTOS CO.

OR YOU MAY APPLY THIS CARD ON ANY PURCHASE . . . \$100.00 OR OVER . . . OF MONARCH WEATHERSTRIPPING OR JOHNS MANVILLE Spintex BLOWN INSULATION

JUST CALL OR WRITE

1601 McHenry Ave.

LA 4-5188

And Make An Appointment at Your Convenience To

Valley ASBESTOS CO.

Stanislaus County's ONLY Dealer

Of JOHNS MANVILLE Blown

Spintex Insulation and

MONARCH Metal Weatherstrips

Tear our attached card & save \$20.00 on your Alumaroll Awnings — JM Spintex Insulation Or MONARCH Weatherstripping.

1601 McHenry

LA 4-5188

\$20.00

SAVE \$20.00

\$20.00



**PHOTOSTATS
OFFSET PRINTING
BLUE LINE PRINTS**

BLUEPRINTS - DRAFTING SUPPLIES - LETTERHEADS
PLASTIC LAMINATING - BUSINESS FORMS, ETC.

★ PICK-UP & DELIVERY SERVICE ★

916 - 13th ST. LA 2-9212

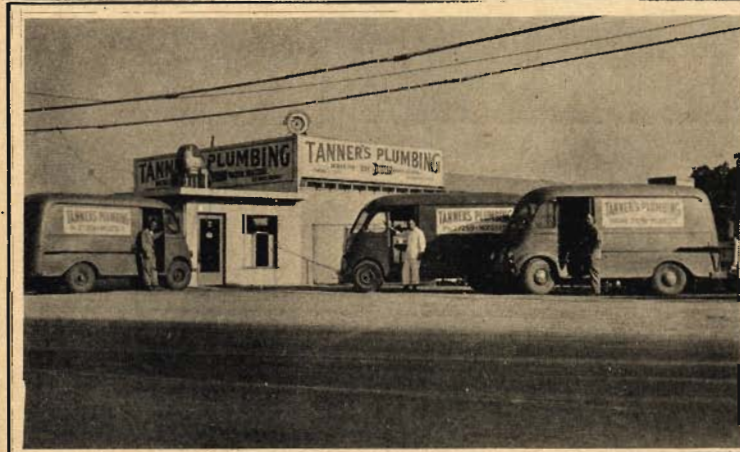


WESTERN DIVISION



**POULTRY PROCESSING EQUIPMENT
PICKING MACHINES . . . SCALDING TANKS
KNIVES . . . EVISCERATING EQUIPMENT . . .
APRONS . . . SHEARS . . . EGG
HANDLING EQUIPMENT**

315 Kansas Ave. Tel: LA 3-5627
Charles C. Nunnally, Manager



Plumbing Contractors
MORRIS TANNER PLUMBING
Gould Rd LA 2-5141
REX A TANNER
719 Yosemite Blvd LA 2-7259
DICK THOMPSON
1717 Yosemite Blvd LA 3-2541

**Plumbing—Fixtures,
Supplies &
Equipment**
DePONTE PLUMBING
132 Drake Av LA 4-6141
MODESTO HARDWARE CO, INC
912 - 11th St LA 3-2679
PARADISE VARIETY STORE
1404 Paradise Rd LA 3-0926
PETERSON PLUMBING, INC
1316 - 9th St LA 3-3266
ROTO-ROOTER SEWER SERVICE,
A J WHITE
Rt 5, Box 2198, Calif. Av LA 4-3427
SOUTH HIGHWAY 99 PLUMBING
SUPPLIES
952 S 99 Hwy LA 4-2079
REX A TANNER
719 Yosemite Blvd LA 2-7259
TIMPSON'S PLUMBING SUPPLIES
547 Crows Landing Rd LA 4-0743

Plywood
AMER LUMBER CO
9th & M Streets LA 3-8361
MODESTO BUILDERS SUPPLY CO
INC
601 S 99 Hwy LA 2-3225

Pop Corn—Whsle
R P C POPCORN & VENDING CO
128 River Rd LA 2-9147

Posts & Grape Stakes
FARMERS LUMBER CO
P O Box 367, Ceres KE 7-0331

Potatoes
VALLEY PREPARED POTATO CO
1512 E St LA 4-5146

Pottery
ART CRAFT PHOTO SERVICE
201 H St LA 3-7862
CHITURAS POTTERY, PATIO &
GIFT SHOP
1015 S 99 Hwy LA 2-3129
MAXINE BARRETT GIFTS
1526 J St LA 2-6947

Poultry Dealers—Retail
FOSTER FARMS JERSEY DAIRY
1707 McHenry Av LA 2-9041

MODESTO POULTRY MARKET
1615 H St LA 2-7569

**Poultry Dealers—
Whsle**
AMERINE FARMS
217 Daly Av LA 3-6409
LEO A BROWN
2215 Sunset Dr LA 3-8695
DAD'S POULTRY MARKET
1329 Oregon Dr LA 3-8695
FLODEN-BUTTON CO
1325 - 9th St LA 3-9141
L E HAGGERTY POULTRY CO
RR #2, Box 909,
Ladd Rd LA 2-0206
MARTIN HEKMAN
North Av LA 2-3868
WALTER ROOS
10th & B Sts. LA 2-3510
SAN JOAQUIN VALLEY TURKEY
GROWERS' ASSN
217 Daly Av LA 2-9011

**Poultry Equipment
& Supplies**
BARKER POULTRY EQUIPMENT CO
515 Kansas Av LA 3-5627
GROWERS FEED & SEED
320 - 7th St LA 2-7242
HATCHERY SUPPLY CO
W Hatch Rd LA 2-0698
ORANGE RD HATCHERY
1141 El Vecino Av LA 2-5530
NORTHERN CALIFORNIA
WAREHOUSE CO
9th & B Sts. LA 2-9015
ROTH MFG CO
1134 Scenic Dr. LA 3-7736

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

Power Tools Rental
BERRY & LEWIS RENTALS
1116 McHenry Av LA 3-8038
(See Display - Reverse of Double
Truck)

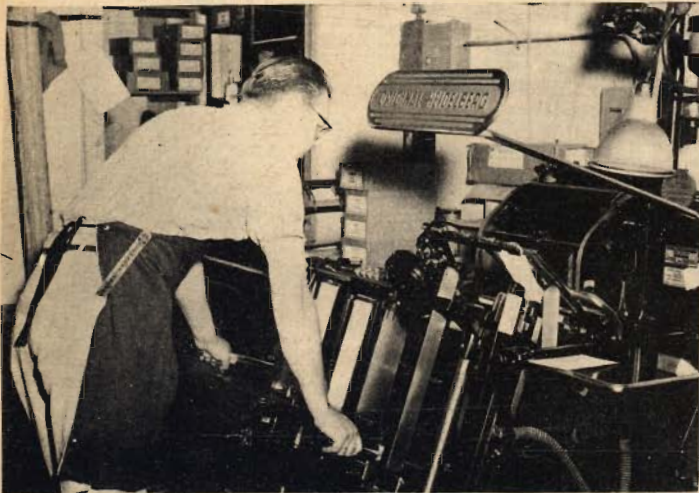
Printers
ACME PRINTING CO
930 Virginia Av LA 2-3005
ASSOCIATED ARTS
1333 Watts Rd LA 3-8835
BELT PRINTING &
LITHOGRAPHING CO
1524 J St LA 3-8884
GOWANS PRINTING CO
1310 H St LA 3-6036

REX A. TANNER
24 HOUR PLUMBING SERVICE
● LICENSED CONTRACTOR ●

Mr. Homeowner!
Ask About Our YEARLY SERVICE CONTRACT
For All Your Plumbing & Heating Needs . . .

LOW COST . . . CONVENIENT TERMS!
719 Yosemite Blvd. LA 2-7259

WILDER PRINTING CO.



LABELS Custom-Made In The Colors
& Designs Of Your Choice
LABEL IMPRINTING

- BUSINESS FORMS & LETTERHEADS
 - PERSONALIZED STATIONERY ● RUBBER STAMPS
- 1313 "D" ST. LA 2-7654

Don K. Reichling RADIO TV SALES & SERVICE

We Repair All Makes TV . . . Radio & Hi-Fi



Record Players ... Auto Radios ... Public Address Systems

- TAPE RECORDERS ●

Cut Records For Commercial & Home Use

WE GUARANTEE ALL PARTS & LABOR

307 "H" ST.

LA 2-4819

Printers

- MODESTO BLUE PRINTERS
916 - 13th St LA 2-9212
- MODESTO PRINTING CO
718 - 10th St LA 3-8748
- MODESTO SCREEN PROCESS CO
1009 E St LA 2-8379
- STANDARD REGISTER CO—
THE PACIFIC DIVISION
1512 E St LA 2-6575
- WEST COAST PUBLISHING HOUSE
1027 - 10th St LA 2-2817
- WILDER PRINTING CO
1313 D St LA 2-7654
- WILLEY PRINTING CO
1018 - 13th St LA 4-1550

Private Protection Service

- MERCHANTS PRIVATE PATROL
SERVICE
539 High St LA 3-1572

Proctologists

- LOUIS L EARLY, D C
1216 I St LA 3-0537
- W FRANCIS HALL, D C
119 McHenry Av LA 2-2980
(See Display - Postcard)

Produce

- MANSELL GROCERY & MARKET
1420 Oregon Dr LA 2-3423
- NORMAN'S FINE FOODS
919 Yosemite Blvd. LA 2-2932

Public Address Systems

- DON K REICHLING RADIO TV
307 H St LA 2-4819

Public Relations Service

- JACK O HAUGEN ADVERTISING AGCY
1115 I St LA 4-1825

Publishers

- WEST COAST PUBLISHING HOUSE
1027 - 10th St LA 3-2817

Pulleys

- GIRARDI BEARING CO
717 I St LA 2-5269

Punch Press

- FOX TOOL & DIE CO
1180 Scenic Dr LA 3-8437

Pumps

- JACKSON BYRON PUMPS, INC
1014 N Hackberry Av. ... LA 3-0007
- FAIRBANKS-MORSE & CO
608 - 10th St LA 2-9027
- KARL W HENKE
2328 Haddon Av LA 3-6675
- HOWK WELL & EQUIPMENT CO
1825 Yosemite Blvd ... LA 3-9275
- I J LARSON PUMPS
509 Tully Rd LA 3-5336
- MODESTO PUMP SERVICE
1308 Scenic Dr LA 3-8967
- MODESTO SURPLUS SALES
1114 D St LA 3-2838
- PEARSON WELL DRILLING
River Rd KE 7-1190
- STANISLAUS PUMP & SUPPLY CO
608 - 10th St LA 2-9027

Pumps—Rental

- ROBT TRIMBLE
Evans Rd KE 7-0415

Rabbit Supplies

- GROWERS FEED & SEED
320 - 7th St LA 2-7242

Rack Merchandise

Jobbers

- B & B SPECIALTY CO
430 California Av LA 3-7297
- M & M DISTRIBUTING CO
1215 - 8th St LA 2-3546

Radio Broadcasting Companies & Stations

- K B E E McCLATCHY BROADCASTING
CO
14th & J Streets. LA 3-7756
- K F I V RADIO MODESTO
Orangeburg Av LA 2-1051
- K T R B BROADCASTING CO, INC
Norwegian Av LA 3-0737

Radios

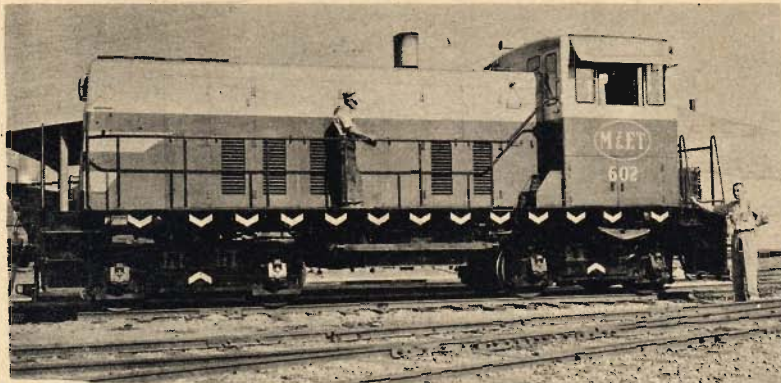
- ASBILL'S
14th & D Sts LA 2-9051
- BAYLEY'S TV & APPLIANCES
108 S Santa Cruz Av. ... LA 2-1574
- F & F ELECTRIC
1302 I St LA 3-7820
- HANS RADIO & TELEVISION
626 H St LA 3-2756
- LOSHER'S DEPARTMENT STORE
10th & K Sts LA 3-3245
- RADIO ELECTRONICS
1226 H St LA 2-7678
(See Display - Postcard)
- RAY'S RADIO SHOP
1500 McHenry Av LA 3-1028
- DON K REICHLING
307 H St LA 2-4819
- ROBBINS TV & RADIO SERVICE
606 - 7th St LA 2-9320

Radio Service

- ASBILL'S
14th & D Sts LA 2-9051
- CLAUDE D BENNETT
148 Melrose Av LA 2-5624
- GLENN'S RADIO & TV REPAIR
LA 2-2449
- KENNETH E GROTE
621 - 10th St LA 2-3054
- HANS RADIO & TELEVISION
626 H St LA 3-2756
- HOOVER'S TV SERVICE
1114 Scenic Dr LA 3-4584
- K & G TV SERVICE CO
111 Rosina Av LA 3-6233
- JACK LEE'S TELEVISION &
APPLIANCES
502 H St LA 4-4461
- PETE PELUCCA TV &
RADIO SERVICE
1518 - 9th St LA 3-3319
- RADIO ELECTRONICS
1226 H St LA 2-7678
(See Display - Postcard)
- RADIO SERVICE
907 Yosemite Blvd LA 3-1626
- DON K REICHLING
307 H St LA 2-4819
- RELIABLE RADIO & TV SERVICE
1418 1/2 Crows Landing Rd LA 4-4347
- ROBBIN'S TV & RADIO SERVICE
1425 La Loma Av. LA 2-9320
- SANDER'S RADIO &
TELEVISION SERVICE
1500 Crows Landing Rd. . KE 7-9051
- WHEELER GARAGE
744 Empire Way LA 4-1845

Modesto
&
Empire
Traction
Co.

Modesto's Own Railroad



Modern
&
Efficient
Transportation

Radios—Used

HANS RADIO & TELEVISION
626 H StLA 3-2756

Radio Supplies & Parts—Wholesale & Mfrs

DUNLAP RADIO & TELEVISION
SUPPLY CO
419 - 10th St.....LA 4-5191
INLAND ELECTRONICS SUPPLIERS,
INC
501 L StLA 4-1497

Railroads

MODESTO & EMPIRE TRACTION CO
530 - 11th St.....LA 3-0701
SOUTHERN PACIFIC CO
J StLA 3-6431

TIDEWATER SOUTHERN RAILWAY CO
402 - 9th StLA 2-5291
WESTERN PACIFIC RAILROAD CO
402 - 9th StLA 2-5291

Railroad Tickets

WALSER TRAVEL SERVICE
Hotel CovellLA 3-0731
(See Display - Postcard)

Ranches

GEO L ANDREW
Litt RdLA 3-9767
BOWEN FARMS
Oakdale RdLA 2-8062
K DARPINIAN & SONS
Skittone RdLA 4-4442
FAITH RANCH
Beckwith RdLA 2-4349

G C KIRCHER
Waterford RdLA 3-0187
LAVACRE HOLSTEIN RANCH
Claus RdLA 2-0486
TRIANGLE RANCH
Waterford HwyLA 2-8247
WEAVER'S RANCH
Rt. 1, Box 685.....LA 3-7006

Ranges & Stoves

ASBILL'S
14th & D StsLA 2-9051
DeHART SHEET METAL &
PLUMBING
135 Kerr AvLA 3-4578
MODESTO HARDWARE CO, INC
912 - 11th StLA 3-2679
P & G HOME APPLIANCES
1301 McHenry AvLA 3-2659

Ranges & Stoves—Repair

DOC WATSON SERVICE CLINIC
711 - 11th StLA 2-2603

Ravioli

GARETTO'S DELICATESSEN &
RAVIOLI FACTORY
818 - 13th StLA 2-7539

Real Estate

ALFRED E ARENDS
610 - 14th StLA 2-0405
FONNIE BARTHOLOMEW
1521 H StLA 2-5500

Cont.

Hans Radio & Television

OVER 15 YEARS' EXPERIENCE IN ELECTRONICS

ZENITH

RADIO &
TELEVISION



USED RADIO
& TV SETS



Antenna
Installation



**COMPLETE
Repair
Service**

- Radio
- TV
- Car Radios
- Hi-Fi



PARTS FOR ALL SETS

● PROMPT .. EXPERT SERVICE .. HOURS: 8 to 6 MONDAY THRU SATURDAY ●
626 "H" ST. HANS BECKSTEIN, Proprietor LA 3-2756

E. Violet Locken

LICENSED REAL ESTATE BROKER

HOMES & FARM LAND

MAGAZINES . . . SUBSCRIPTIONS

New Renewals - Gifts

Personalized Service

230 Olive Ave.

LA 4-6241

Real Estate

V E PETE BARTON
904 - 13th St LA 4-1446

BEARD LAND INVESTMENT CO
726 - 10th St LA 3-7713
BOMBERGER BROS
936 - 11th St LA 3-7785

CAMPBELL REAL ESTATE
1004 - 13th St LA 2-3231
TONY CANNIZZARO
317 Downey Av LA 4-2955
HARRY CIRAOLO
514 McHenry Av LA 2-4045
(See Display - Postcard)
JOHN F CHAPMAN
311 Downey Av LA 4-2108
JAMES D CHREESE
1215 I St LA 2-6936
CLOVERLAND REALTY CO
1521 K St LA 3-1848
COLLEGE REALTY
1229 Tully Rd LA 3-6532
COMER & GRASER
P O Box 1057 LA 3-9129
DON L CURTICE
604 Scenic Dr LA 2-7239
S G DARBY
600 Scenic Dr LA 2-3687
WALLY DEVE REAL ESTATE
317 Downey Av LA 2-4955
R W DIDDOCK
1409 - 11th St LA 2-9089
CLARIA B DITMAN
1121 K St LA 4-0447

JOHN DOLMAJIAN
1530 - 9th St LA 2-9242
DON PEDRO REALTY
608 McHenry Av LA 3-8331
R G BOB DONNER
504 H St LA 3-3294
J L DRAKE
1513 McHenry Av LA 2-5347
JACK FLEBUT
1433 McHenry Av LA 2-5765
ROBT W FORD
925 - 12th St LA 4-4391
HAROLD S FRANCE
1101 Hawthorne Av LA 2-6672
GIDDINGS BROS INC
826 - 12th St LA 3-2665
LLOYD GOODIN
1314 I St LA 2-0094
WILBUR GRANT
1202 - 13th St LA 2-1306
LLOYD F GRAVES
301 W Granger Av LA 2-7517
L E GREMP
S 7th St LA 3-6350
IGNAZIO GRIMALDI
827 - 13th St LA 2-4918

Cont.

DON L. CURTICE

REALTOR - INSUROR

★ COMPLETE INSURANCE SERVICE ★

SAVE 25% !!

- HOME OWNERS PACKAGE POLICY
- NEW FAMILY AUTO POLICY
- FIRE INSURANCE WITH PHYSICAL LOSS COVERAGE
- LIABILITY COVERAGE FOR HOME & BUSINESS
- LIFE INSURANCE Specializing in Education Funds -
Mortgage Insurance & Retirement Plans.
- FAMILY HOSPITAL-SURGICAL PROGRAMS



DON L. CURTICE — Agent

ROGER WILLIAMS — Solicitor

"HAPPY HOMER"

NOW A PARTNER
WITH
DON
CURTICE



Choice Locations -
Luxurious Homes
On Your Terms!

FREE APPRAISAL
Of Your Property Listed
With Us



604 Scenic Drive

Don L. Curtice, Owner

LA 2-7239

REX REALTY



Homes . . . Ranches . . . Acreage . . .
Residential & Income Property

*
24-HOUR
SERVICE

***CALL
ANYTIME . . .

LA
4-1429

*

SELLING?

Take
Advantage
Of Our

**MULTIPLE
LISTING
SERVICE**
• • •



Call Rex Realty **FIRST**
For Home & Ranches . . .
. . . Property Management . . .

Phone LA 4-1429 for Radio-Phone
Dispatched Service. If Out of Office
Ask operator to call: Car No. 33!

REX A. LAUDENSLAYER
Realtor

☆ NOTARY PUBLIC ☆

226 "H" St. Modesto



Real Estate

C E HAYES
Oakdale RdLA 2-1777

CARL HEERMAN
608 McHenry AvLA 3-8331

HICKEN REAL ESTATE
816 Needham AvLA 3-8146

PHIL HUMPHREY
425 McHenry AvLA 3-3259

J P IMMEL
1230 I StLA 4-1167

ELMER JANSSON
827 - 11th StLA 4-2160

CHAS V JEFFERS
321 Downey AvLA 2-5209

JACK KEELER
1125 - 11th StLA 2-7464

E VIOLET LOCKEN
230 Olive StLA 3-1331

LOSEY'S REAL ESTATE
1122 - 14th StLA 2-3501

MODESTO BOARD OF REALTORS, INC
920B - 13th StLA 3-7367

MODESTO REALTY CO
225 McHenry AvLA 2-8620

MODESTO TERMINAL CO
530 - 11th StLA 3-0701

F G MORENO
1331 - 12th StLA 2-6616

J I MORGAN
141 S Santa Cruz Av...LA 3-5573

J W MORRIS
120 McHenry AvLA 4-3633

WM J MURRAY
314 Needham AvLA 4-1484

ROY NEWBY
1013 1/2 H StLA 3-7829

GILBERT GILBERTSON
1315 I StYA 2-3219

CLYDE ODIN REAL ESTATE
1517 K StLA 3-6415

J P PETERSON
Moffett RdKE 7-1441

JOHN QUARESNA
1229 Tully RdLA 3-6532

R & B CONSTRUCTION CO
Joy & Mitchell RdKE 7-5721

FLEETA RAINES
905 - 11th StLA 2-1009

HERBERT W RAMONT
De Harro AvLA 3-2453

MARK RANDY
2224 McHenry AvLA 3-8315

RUTH RANEY
1217 I StLA 2-0809

D S REED LAND CO
16th & H StsLA 3-3012

WALTER E REID
1226 I StLA 4-5334

REX REALTY
226 H StLA 4-1429

PETER REY
702 - 15th StLA 4-2060

ART RICKARD
904 - 11th StLA 4-6261

CHAS T RICKEY
1315 I StLA 4-1177

CHAS W RIISE
925 - 12th StLA 2-5217

MARGARET E ROEDEMA
2345 Yosemite Blvd ...LA 3-4664

DON SCOTT
1024 - 11th StLA 3-8907

TED SLAUGHTER
1607 Yosemite Blvd ...LA 2-3712

STANISLAUS LAND CO
676 Crows Landing Rd..LA 3-8569

CHAS STANWOOD
604 Scenic DrLA 2-7523

LEONARD SWARD
1016 - 16th StLA 2-5832

TOLLIE THOMPSON
902 - 13th StLA 2-4953

TOWN & COUNTRY SALES
1500 Crows Landing Rd..KE 7-4331

CLYDE O TURNER
1512 J StLA 3-2821

VALLEY INVESTMENT CO
608 McHenry AvLA 3-8331

VALLEY REALTORS
423 - 14th StLA 2-4233

VAN HORN REAL ESTATE
430 - 14th StLA 4-1007

ART WEBER REALTOR
409 Scenic DrLA 2-0734

WESTERN LAND CO
1315 I StLA 3-1144

WILEN REALTY
1334 - 10th StLA 4-1438

W A WOLF
317 Downey AvLA 4-2955

WOLVERINE REAL ESTATE
1112 - 15th StLA 4-5121

BERNICE WOOD
350 Burney AvLA 3-8067

WYLIE - REALTOR
624 Scenic DrLA 3-5685

Real Estate Loans

COAST MORTGAGE CO
920 - 13th StLA 3-0774

MODESTO BUILDING & LOAN ASSN
821 - 10th StLA 3-6243

NUCLEUS BUILDING & LOAN ASSN
910 - 13th StLA 4-3210

STANISLAUS - MERCED SAVINGS &
LOAN ASSN
12th & L Sts.....LA 3-0718

**Recording Equipment
& Supplies**

PACIFIC TELETRONIC &
RADIO SUPPLY, INC
1116 - 7th StLA 3-7751

HICKEN REALTY
REALTORS

HOME SPECIALISTS . . . READY TO SERVE YOU!



HOMES . . . INCOME PROPERTIES & RANCHES

"List Or Buy — We Satisfy!"

REED & MARGARET HICKEN

BROKERS

CLAIRE MOCK
ASSOCIATE

816 Needham
Modesto

LA 3-8146
LA 3-1577

WILEN REALTY



• HOMES • RANCHES
• Income & Business Property

HOURS 8 to 5
6 DAYS A WEEK

1334 10th St.

TERESA WILEN, Broker

LA 4-1438

Mark Randy Real Estate

INSURANCE
NOTARY CONSTRUCTION
HOMES . . . RANCHES . . .
INCOME PROPERTY

Mark Randy
Owner

2224 McHENRY AVE.

LA 3-7315

ROY KEIR

"COMMERCIAL REFRIGERATION"

Sales & Service



DAIRY EQUIPMENT ♦ AIR CONDITIONING
GENERAL REFRIGERATION
118 FRESNO AVE.

Day & Night Phone LA 3-7776

Recording Equipment

QUALITY SOUND SHOP
1308 J St LA 4-0983
RADIO ELECTRONICS
1226 H St LA 2-7678
DON K REICHLING
307 H St LA 2-4819

Reducing Equipment

STAUFFER HOME PLAN
1505 K St LA 2-9025
(See Display - Postcard)

Reducing Methods

DANE'S NUTRITION
1321 J St LA 2-0855
STAUFFER HOME PLAN
1505 K St LA 2-9025
(See Display - Postcard)
WEY RITE FOOD SALES
223 McHenry Av LA 4-1850

Reducing Salons

STAUFFER HOME PLAN
1505 K St LA 2-9025
(See Display - Postcard)

Refrigeration

Equipment— Commercial

J W CULTON
520 McHenry Av LA 3-5521
HANSENS
429 Tully Rd LA 2-5261
I C REFRIGERATION SERVICE, INC
741 S 99 Hwy LA 2-1065
ROY KEIR
118 Fresno Av LA 3-7776
(See Display—Inside Back Cover)

Refrigeration Service

I C REFRIGERATION SERVICE, INC
741 S 99 Hwy LA 2-1065
(See Display - Inside Back Cover)
ROY KEIR
118 Fresno Av LA 3-7776

Refrigerators

ASBILL'S
14th & D Sts LA 2-9051
RICE FURNITURE CO
619 S 99 Hwy LA 4-1474

Religious Articles

BAIR CO, THE
1304 I St LA 3-2579

Rentals—Equipment

BERRY & LEWIS RENTALS
1116 McHenry Av LA 3-8038
(See Display - Reverse of Double
Truck)

Restaurant Equipment & Supplies

DOHRMANN HOTEL SUPPLY CO
LA 4-0429
A P FISCHER, INC
1310 - 9th St LA 4-6274
(See Display - Double Truck)
MODESTO PAPER CO, INC
1224 - 7th St LA 3-1823
POOLE'S EQUIPMENT & SUPPLY
1018 - 9th St LA 3-3281
R & K INFRA-RED COMMISSARY
631 Paradise Rd LA 2-3092

Restaurants

ACORN GRILL
1819 Yosemite Blvd LA 3-3132
AL'S DRIVE IN
708 McHenry Av LA 2-9813

Cont.

Felix's

DRIVE IN RESTAURANT

"At The Sign
The



Of Felix
Cat"



The Home of Those Delicious Char-Broiled
Burgers & Steaks — Choice AA Quality Meat

YOUR CHOICE: INSIDE RESTAURANT OR
OUTSIDE CAR-HOP

☆ COMPLETE FOUNTAIN SERVICE ☆

Open to Midnight Daily: 7:00 A.M. to 2:00 A.M. Weekends
203 McHENRY AVE. LEONARD G. FELIX, Owner

AL'S DRIVE-IN



Featuring
5x5, QUALITY HAMBURGERS!

Also: JUNIOR BURGERS 19c...6 for \$1.00



Everything In Fountain Drinks

- SELF-SERVICE — DAY OR NIGHT ●
- CAR HOP SERVICE AFTER 6 PM. ●

We Use Only Choice AA Quality Meat!

Restaurants

- ARCTIC GRILL
2005 Yosemite Blvd ...LA 3-6174
- BEA'S CAFE
1304 Holm AvLA 3-0485
- BILL & HELEN'S CAFE
501 S 99 HwyLA 2-9568
- BURGE'S DRIVE INN
Hwy 99 & 0 StLA 3-4816
- BURNETT'S DRIVE IN RESTAURANT
1239 Crows Landing Rd.LA 4-6135
- CARMEN'S MEXICAN FOODS
170 McHenry AvLA 4-2621
- CASTLE FRENCH RESTAURANT
1539 Yosemite Blvd ...LA 3-3408.
- CATHAY HOUSE
818 - 9th StLA 2-4942
- CHICKEN DINER
Scenic DrLA 2-1138
- CHICKEN KITCHEN
Yosemite BlvdLA 3-0269
- CHIK'S DRIVE-IN
1312 La Loma DrLA 3-6243
- CHINESE VILLAGE
917 I StLA 2-9755
- CHUCK'S CLUB
719 S 99 HwyLA 2-9938
- COPPER KETTLE RESTAURANT
1028 J StLA 3-1616
- COVELL FOUNTAIN
1015 J StLA 2-7706
- EATMOR CAFE
708 H StLA 4-1351
- EL CAPITAL BUFFET
913 J StLA 2-9923
- EL FARO RESTAURANT
1345 McHenry AvLA 4-2754
- EL PATIO
1309 McHenry AvLA 3-0729
- ERNIE'S SHIP CAFE
911 I StLA 2-9817
- FAJARDO'S PLACE
607 - 7th StLA 3-4847
- FARMERS INN
- 716 - 9th StLA 2-9951
- FELIX DRIVE-IN RESTAURANT
203 McHenry AvLA 2-9929.
- FLOR De MEXICO
622 - 7th StLA 2-9835
- FORMOSA STEAK HOUSE
701 S 99 HwyLA 4-2674
- FORTY-NINE CLUB & CAFE
824 - 9th StLA 2-9767
- GENE'S CAFE
1224 - 10th StLA 2-9993
- GRAY'S CAFE
2027-Yosemite Blvd ...LA 2-9719
- HENDY'S DRIVE IN
4th & H StsLA 3-1607
- HI SWEET SHOPPE
33 H StLA 2-1354
- HOTEL COVELL RESTAURANT
1021 - 11th StLA 3-3321
- JET SELF SERVICE DRIVE IN
517 Paradise RdLA 4-2561
- JOHNNIES WAFFLE SHOP
626 - 9th StLA 2-2871
- KEN'S INSTA SERVE
419 Tully RdLA 2-9622
- KEN'S RESTAURANT
Yosemite Blvd & Empire.LA 2-9500
- KNIGHT'S ROUND TABLE
1103 Coffee RdLA 4-1963
- KOFFEE KUP
706 - 9th StLA 2-9513
- LITTLE SWEDEN
1110 S 99 HwyLA 3-2924
- LOREN'S DRIVE IN RESTAURANT
1335 Yosemite Blvd ...LA 2-2705
- LOTUS
906 J StLA 2-5869
- MATTIE & JOHNI'S LUNCH
917 Yosemite BlvdLA 2-4790
- MAYNARD'S LUNCHEONETTE
1213 I StLA 2-9980

CARMEN'S MEXICAN FOODS

The Food Is Good—Surroundings Pleasant



For Something Different—And Delicious
Try CARMEN'S Mexican Foods

OPEN: 11:00 A.M. to 10:00 P.M. DAILY
TUESDAY OPEN 2 P.M. to 10 P.M.
CLOSED MONDAYS

☆ **ORDERS TO TAKE OUT** ☆
1700 McHENRY In McHENRY VILLAGE Tel: LA 4-2621

Chik's Drive-In



*"Duncan Hines Doesn't Recommend Us . . .
But Our CUSTOMERS Do!"*

- ★ We Feature REED & BELL Root Beer in Frosted Mugs
- ★ 5 x 5 "BIG-O-BURGER" (1/4 lb. Choice Ground Meat)
- ★ Complete Fountain Selection



OPEN DAILY—10 A.M. to 1 A.M.
FRIDAY & SATURDAY NITES TILL 2:30
Phone LA 3-6243 for CHIK'S Special
LIT-O-BURGERS --: 5 FOR \$1.00
GIANT SHAKES --: 25c

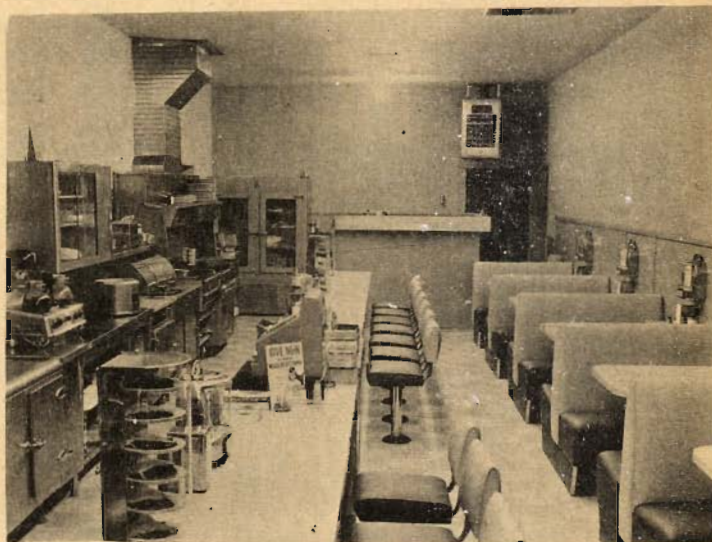
1312 LA LOMA DRIVE — Continuous Car Hop Service

LA 3-6243

HEINY'S RESTAURANT...

BREAKFAST - LUNCH - DINNER... ORDERS TO GO
HOME COOKED MEALS • CHAR-BROIL STEAKS and SANDWICHES

4941 Yosemite & Empire - - - - - LA 2-9505



... & **KEN'S**
SELF-SERVICE ---
BURGERS & SHAKES



SERV
--- DRIVE IN
LA 2-9622



HOT DOGS
CHEESEBURGERS

COLD DRINKS
FRENCH FRIES

OUR BURGERS ARE COOKED BY RADIANT HEAT By **INSTA-BROILER**

— CAR WINDOW SELF-SERVICE —
Air Conditioned Patio For Your Comfort



419 Tully Road

ASHER ENTERPRISES, INC.

Tel: LA 2-9622

MINNIE'S

Foods of Distinction

OPEN 11:30 NOON TILL 1 A.M.

Relax In Modesto's
Newest Dining Oasis . .
An Enchanting Spot . .
A Combination of the
Spice Islands and the
Strange Out-Of-The
Way Places of the
Orient.



A Vast Variety of Gastronomonic Delights Awaits the Most Discriminating Gourmet . . . Where Our Host of Tantalizing Cantonese Dishes . . . And the Secret of Our Famous Barbecued Spareribs Will Give You the Taste Thrill Of A Lifetime!

**CANTONESE & MANDARIN DISHES—EXOTIC DRINKS
STEAKS & CHICKEN**

Private Dining Rooms for Large or Small Parties . . And Complete Catering Services

107 McHENRY AVE., MINNIE WOO - Your Hostess LA 2-7332



Restaurants

McHENRY VILLAGE COFFEE SHOP
1700 McHenry AvLA 2-9910
MILLER'S CHICKEN KITCHEN
Rt 1, Box 1856LA 2-1781
MINNIE'S
107 McHenry AvLA 2-7332
MOAB-MEAL ON A BUN
1228 Tully RdLA 2-9069
NEW CANTON GRILL
1008 - 10th StLA 2-9531
NEW EL DORA CLUB
915 H StLA 2-4056

NIGHT & DAY RESTAURANT
911 G StLA 3-0618
NOAH'S HOFBRAU
917 J StLA 4-2076
NORMANDY RESTAURANT
1602 J StLA 2-9401
OFFICE CAFE & COCKTAIL LOUNGE
nd Floor Huughson Hotel LA 4-4131
OLD MILL CAFE
1602 - 9th StLA 2-9831
OLYMPIC DRIVE IN
1028 Hatch RdKE 7-0462
OVER THE WAVES TAMALES PARLOR
513 - 12th StLA 2-8587

PALM GARDEN
822 - 9th StLA 2-9763
PAMRON ROOM
921 I StLA 3-4897
QUESTION.MARK CAFE
807 - 7th StLA 2-9552
RAINBOW DONUT SHOP
130 H StLA 2-9508
RICKSHAW KITCHEN
411 Burney AvLA 2-5574
RICKEY'S DRIVE IN
951 Coffee RdLA 2-6376
RINGSIDE SANDWICH SHOP
1026 - 11th StLA 2-9963

ROGERS CAFE
Crows Landing RdKE 7-0051
ROYAL CAFE LIQUOR STORE
1018 I StLA 3-7982
SCENIC DRIVE IN
1151 Scenic DrLA 2-3536
SILVER KETTLE
907 S 99 HwyLA 2-3131
SMITTY'S COFFEE SHOP
612 - 9th StLA 3-6684
SOUTH SEAS
1512 McHenry AvLA 2-9901
SOUTHERN KITCHEN
703 - 8th StLA 4-2637

MEAL - ON - A - BUN

1228 TULLY RD.

The Meal On A Bun Has Started To Roll,
To Serve The Best Burgers Is Our Goal—
Featuring 14 Different Flavors On A 6-Inch Bun,
You May Find It Hard To Decide On Just One.

Then As You Partake Of The Flavor Supreme,
Whichever You've Chosen Will Be "Like A Dream—"
For They're Custom-Built Burgers To Suit Your Taste,
You'll Bring All Your Friends—There's No Time
To Waste,

Now Satisfying Burgers Is Not All We Serve,
We Have Fried Chicken Dinners—The Kind Kings
Deserve:

But Whether You're Royalty; Or Just Common Folk,
You'll Be Glad That You Came—And That's No Joke.

14 FLAVORS

"MEAL-ON-A-BUN"—6" BURGERS
ALSO AVAILABLE IN JUNIOR BURGERS
½ CHICKEN DINNER
with french fries . . . salad . . . jelly & roll
Or Gizzard or Liver Dinners with same "Extras"
Fresh Juices . . . Soft Drinks . . Coffee
FOUNTAIN SPECIALS



Phone In Your Order Avoid Waiting!

OPEN DAILY 11 A. M. TO MIDNIGHT
CLOSED SUNDAYS

OPEN ALL HOLIDAYS EXCEPT THANKSGIVING & CHRISTMAS
1228 TULLY RD. (5 Blocks From Junior College) Tel: LA 2-9069
SIDNEY & FELICIA CHEATHAM . . . Owners & Operators



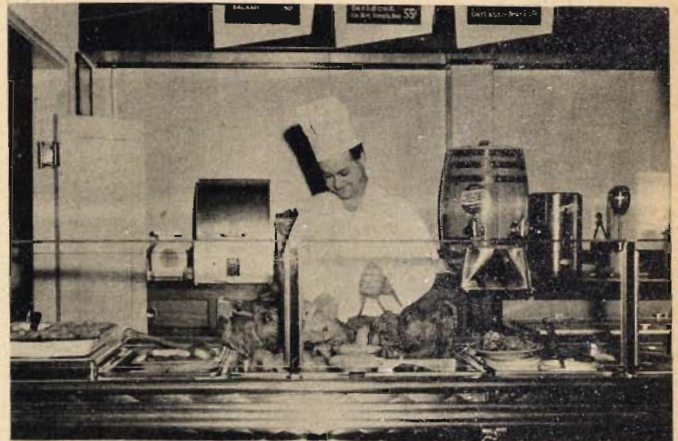
FORMOSA STEAK HOUSE CHINESE FOOD A SPECIALTY



— ORDERS TO GO —
BANQUET ROOM FOR PARTIES OR DINNERS
COMPLETE AMERICAN DINNERS
 ALL STEAKS GRADE AA CHOICE
FREE PARKING
 7 A. M. - 11 P. M. — 7 DAYS A WEEK
701 S. 99 HWY MODESTO LA 4-2674

NOAH'S HOF BRAU

"Home Of King-Size Sandwiches"



TURKEY ON FRENCH BREAD
Featuring The Only Double-Deck Corned-Beef On Jewish Rye On The West Coast!
TRY OUR DELICIOUS FRENCH DIP
 ☆ **COMPLETE DINNERS SERVED AFTER 4P.M.** ☆
 Phone Us Between 10AM & 8 PM for Take-Out Foods
 * * * * *
 We Feature Appetizing Draught Beer in Frosted Mugs
917 "Jay" St. LA 4-2076
NOAH & EVA WISELY, Owners

*The Valley's Only
 Cafe Specializing
 In German Dinners*



The Office



*Largest Imported
 Wine and Beer
 Selection In The
 Valley*

**RESTAURANT &
 COCKTAIL LOUNGE**



2nd FLOOR HUGHSON HOTEL

— DALE & ELLEN MINER, Owners

— LA 4-4131

TOWN & COUNTRY RESTAURANT

"MODESTO'S FINEST FOODS"

CHARCOAL BROILED SHIS-KEBAB
Served With Rice Pilaf
CHARCOAL BROILED STEAKS & CHOPS



**Appetizing, Delicious Food . . . Efficient
 Courteous Service**
 ★ WINES . . . BEER . . . & LIQUOR SERVED

549 So. 99 Highway

OPEN: 6 A. M. to 10 A. M. - 7 DAYS A WEEK

Tel: LA 3-5186

SMITTY'S COFFEE SHOP

Coffee Is King At Smitty's



**AIR
 CONDITIONED**

Breakfast AT ALL HOURS - Lunches - Dinners

- MEALS
- SHORT ORDERS
- FOUNTAIN SERVICE

**QUICK
 SERVICE**

Right on 99 Highway
 612 9th St., MODESTO

OPEN 24 HOURS DAILY

LA 3-6684

OVER-THE-WAVES TAMALE PARLOR

Serving The Community With GOOD Spanish Foods For Over 35 Years!



For Delicious . . . Wholesome . . . TAMALES
TACOS . . . ENCHILADAS . . . & Other Spanish
Dishes . . . Drop In To:

OVER-THE-WAVES TAMALE PARLOR

● SPANISH RICE ● CHILE ● BEER & SOFT DRINKS ●

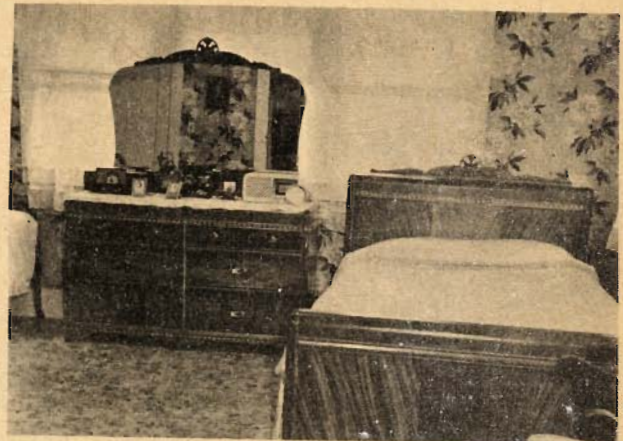
OPEN: 11 A.M. to 11 P.M.

513 - 12th ST.

LA 2-8587

JOE GUADALUPE BECERRA, Owner

Boultons Rest Home



"WHEN YOU NEED A REST HOME . . .

Use Ours

Comfortable, Fully Licensed, Reasonable Rates

THE ONLY REST HOME IN THE ENTIRE AREA

WITH A PRIVATE BATH IN Every ROOM.

ALL MEALS ARE Wholesome, EXCELLENT FOOD

Mrs. A. M. Boulton, Owner

116 CORSON AVE.

Phone: LA 3-6884

EDINGTON REST HOME

COUNTY LICENSED



A HAVEN

For The Aged, Retired, Ambulatory,

And Handicapped

MEN WELCOME

ELLA EDINGTON, Proprietress

405 SANTA CRUZ

LA 2-8970

Fairview Rest Home

A HOME FOR ELDERLY MEN

State Licensed



Member Of Staff On Duty 24 Hours A Day!

ACCOMMODATIONS FOR PENSIONERS &

CONVALESCENTS

1721 McHenry

LA 2-3698

Restaurants

- STANISLAWS RESTAURANT
510 - 10th St LA 4-1324
- STAR CAFE
905 J St LA 3-9454
- STATE FOUNTAIN
1305 J St LA 2-9501
- SUNDIAL LODGE RESTAURANT
808 McHenry Av LA 4-4375
- TACK ROOM
1000 H St LA 2-9753
- TASTEE BARBECUE
1428 - 9th St LA 3-8814
- TED'S CAFE
1031 - 10th St LA 2-9945
- TIOGA CAFE
1012 H St LA 3-1040
- TONY'S PLACE
707 I St LA 2-9941
- TOWN & COUNTRY RESTAURANT
549 S 99 Hwy..... LA 3-5186
- U & I LUNCH
433 Crows Landing Rd.. LA 2-4598
- VADA'S DRIVE IN
530 S Santa Cruz Av... LA 4-2840
- VALLEY CAFE
1317 D St LA 2-9805
- WALKING CHICKEN SELF SERVICE
DRIVE IN
#1, 627 Paradise Rd... LA 3-8535
#2, 948 McHenry Av... LA 3-9641
- WARREN'S DRIVE IN
104 Maze Blvd LA 2-8930
- WEB'S SELF SERVICE DRIVE IN
No. 1
1419 McHenry Av LA 3-0390
No. 2
625 - 7th St LA 4-3539
- WHITE SPOT
926 I St LA 3-6856

Rest Homes

- BOULTON'S REST HOME
116 Carson Av LA 3-6884
- EDINGTON REST HOME
405 Santa Cruz Av.... LA 2-8970
- FAIRVIEW REST HOME
1721 McHenry Av..... LA 2-3698
- STOCKTON'S REST HOME
1232 Nadine Av..... LA 2-5443

**BUY
WITH
CONFIDENCE**
*from the firms
displayed
in the
CLASSIFIED SECTION*
*They represent
the
progressive
business men
of your
community*

**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*

Stockton's Rest Home

Homelike Atmosphere

Private & Semi-private Rooms

Spacious Sun Room
with Television

÷ ÷

COMPLETELY EQUIPPED TO CARE FOR
AMBULATORY MEN & WOMEN

÷

* 3 Practical Nurses On Duty

CHURCH SERVICES OF DIFFERENT
DENOMINATIONS HELD HERE.



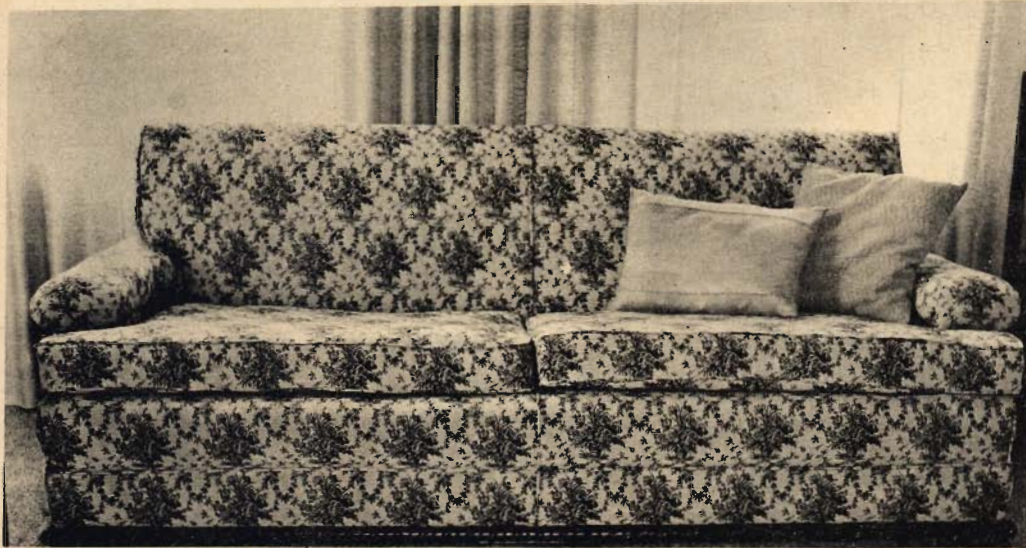
Mrs. Opal Stockton, Prop.

1232 NADINE AVE.

LA 2-5443

WARD'S REWEAVING CO.

DON'T THROW AWAY THAT FAVORITE GARMENT
LET US REPAIR IT!



RETUFTING



REWEAVING



SATISFACTION

GUARANTEED

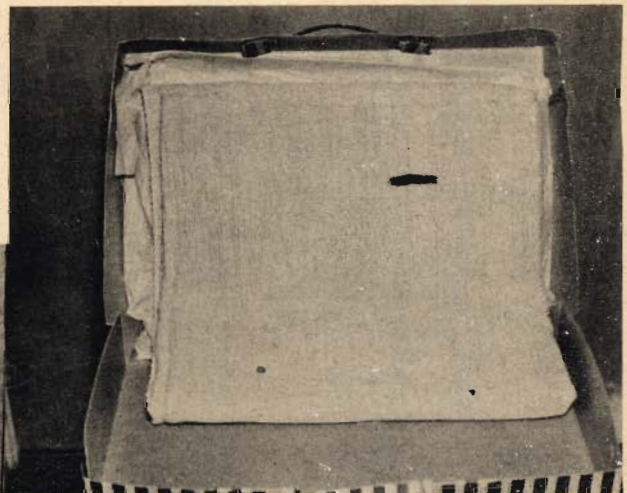


CARPETS / SAVED!

FURNITURE TROUBLE?

If Complete Upholstering is not Necessary . . .
We'll Repair It . . . If you Need or Want New
Upholstery . . . We Have it.

Wide selection of Colors & Fabrics



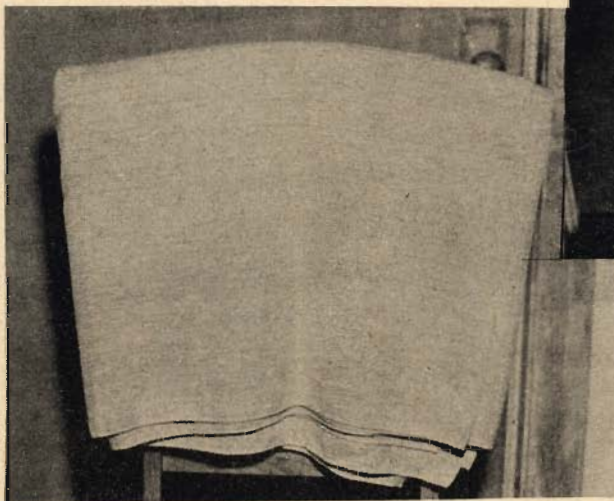
Before Expert Repairs

- SUITS ● SWEATERS
- KNITWEAR

* * *

ALTERATIONS ON KNIT GARMENTS

* * *



After

See Our Special Offer . . . Postcard Section . . . For Extra Savings

612 Fourteenth St.

LA 3-2500

Reweaving

WARD'S REWEAVING CO
612 - 14th St. LA 3-2500
(See Display - Postcard)

Ripping

CHARLES F RHYNO
437 Rosedale Av LA 3-5429

Road Oiling

J C GREENWOOD
St Francis LA 4-2725
HEDGECOCK & PUTNAM
200 S Santa Cruz Av. . . LA 2-1407
GEO REED
140 Empire Av LA 3-0734

Road Surfacing

PUTNAM SAND & GRAVEL CO, INC
200 S Santa Cruz Av. . . LA 2-7257

Rock

AMERICAN SAND & GRAVEL CO, INC
McHenry Av LA 2-6347
KLEMM TRUCKING CO. . . . LA 2-3196
MUNN & PERKINS
801 S 7th St LA 2-8861
PUTNAM SAND & GRAVEL CO, INC
200 S Santa Cruz Ave. . LA 2-7257
WENDELL G REED
140 Empire Av LA 3-0734
SANTA FE ROCK & SAND
McHenry Av LA 3-7797

Roofers

CENTRAL VALLEY ROOFING CO
525 Esgar Av LA 2-9177
MODERN ROOFING CO
829 Spencer Av LA 4-4486
W N NICKERSON ROOF TILE
1401 Vernon Av LA 2-9180
OLANDER & WILLIAMS ROOFING CO
1337 McHenry Av LA 3-0873

PAN-AM ROOFING CO
412 Elm Av LA 3-3112
STANISLAUS ROOFING CO
223 McHenry Av LA 2-9429
ZERBE ROOFING CO
827 - 11th St LA 3-8418

Roofing Materials

MODESTO BUILDERS SUPPLY CO,
INC
601 S 99 Hwy LA 2-3223
LEO W SOMERVILL
St Francis LA 4-0793
STANISLAUS FARM SUPPLY, INC
1405 - 8th St LA 2-7278

Rubber Stamps

GOWANS PRINTING CO
1310 H St LA 3-6036
LEE BROTHERS
1111 J St LA 3-3275
MODESTO PRINTING CO
718 - 10th St LA 3-8748
WILDER PRINTING CO
1313 D St LA 2-7654

Rubbish Hauling

AIRPORT GARBAGE SERVICE
504 S Santa Cruz Av. . . LA 2-9479
VICTOR M BROWN
203 - 7th St. LA 4-2875
MODESTO GARBAGE CO
1029 - 8th St LA 3-0721

Rug & Carpet Cleaners

FRANCIS P ATTEBERRY
1431 McHenry Av LA 3-8075
CAMERON'S
418 - 15th St LA 2-6841
HOUSE OF CARPETS
920 McHenry Av LA 3-5664
(See Display - Postcard)

Cont.

Airport Garbage Service

You'll Appreciate Our Dependable, Efficient Service!



- GARBAGE COLLECTION
- RUBBISH HAULING
- GENERAL CLEAN-UP
- LIGHT HAULING

* * *
508 S. Santa Cruz Ave. LA 2-9479
T. F. GILTON & SONS

Dandy

CARPET SERVICE



LET US WORRY —
ABOUT YOUR

RUGS and
CARPETS

WE SPECIALIZE IN:

- Carpet Laying
- Repairing
- Serging
- Alterations

MACHINE & HAND BINDING
STATE LICENSED CONTRACTOR

510 G Street

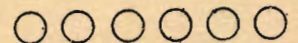
LA 2-4673

AL DANDY, Owner



Next
Sunday
Attend
The
Church
Of
Your
Choice

And
Take
Someone
With
You





HOUSE OF CARPETS

"THE HOME OF DISTINCTIVE CARPETING"



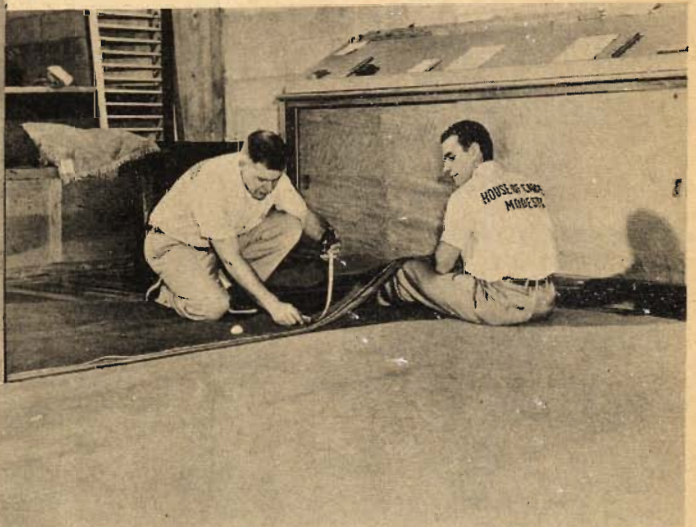
FREE PARKING

Some of the World's Finest Carpeting . . . Such As: **BIGELOW . . . LEES . . . DOWNS**
MASLAND . . . KARASTAN . . . MOHAWK
& WUNDA WEVE

Forget Babysitters at House of Carpets!

OUR KIDDIE ROOM WILL ENTERTAIN YOUR CHILDREN!

Here . In Our Beautiful . Spacious Show-Room . You'll Find The Largest Selection Of Fine Carpeting In The Entire Modesto Area!



Our "Magic Carpet" Display  Will Fly To Your Home
 Anytime - Day or Night. Select Colors & Styles
 Right In Your Own Home!

☆ FREE ESTIMATES

NO DOWN PAYMENT ON WALL-TO-WALL CARPETING

Home Decoration Counseling By
Robert Schabel

Our Decorator, - Over 25 Yrs Experience

Our Own Trained Carpet Specialists Make all our
GUARANTEED Installations which insures complete
 Satisfaction,

920 McHenry Ave.

See Special Postcard Offer . . . Postcard Pages

LA3-5664

Rug & Carpet Cleaners

MODESTO FURNITURE SERVICE
McHenry Av N of
Sylvan RdLA 3-8075
MODESTO STEAM LAUNDRY &
CLEANERS
1201 H StLA 3-3257
STIFFLER CARPET CLEANING
SERVICE
301 - 11th StLA 4-2942
SUNBEAM SYSTEM
Coffee RdLA 2-3520

**Rug and Carpet—
—Laying & Repairing**

DANDY CARPET SERVICE
510 G StLA 2-4673
HOUSE OF CARPETS
920 McHenry AvLA 3-5664
(See Display - Postcard)

Rugs & Carpets—Retail

ARISTOCRAT INTERIORS
1222 - 10th StLA 4-7456
BALCH & TAYLOR
1504 - 10th StLA 3-8270
TROY BUNCH THE SEAT COVER
KING
13th & H StsLA 4-2604
ESQUIRE TILE &
FLOOR COVERING CO
1545 McHenry AvLA 3-9626
GALLIHER'S FURNITURE CO
724 - 14th StLA 2-9301
HOUSE OF CARPETS
920 McHenry AvLA 3-5664
(See Display - Postcard)
JOHNSTON - LOWELL FLOOR
COVERING
1308 McHenry AvLA 3-6528
LINOLEUM CENTER
1313 J StLA 4-2768
LOSER'S DEPT STORE
10th & K StsLA 3-3245
MODESTO FURNITURE CO
1220 McHenry AvLA 2-5263
MONTGOMERY WARD & CO
1015 - 10th StLA 3-6491
RICE FURNITURE CO
619 S 99 HwyLA 4-1474
SEARS ROEBUCK & CO
10th & K StsLA 2-9071
HOWARD SMITH INTERIORS
440 Hackberry AvLA 3-4423

Salt

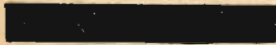
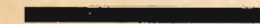
FINE'SLA 2-8486

Salvage Merchandise

CRESENT SUPPLY CO
813 - 8th StLA 3-4808



**DRIVE AS
THOUGH YOUR
LIFE DEPENDS
ON IT —
IT DOES!**



THE MODESTO TRIBUNE



**34,000
HOMES
THROUGHOUT THE
COUNTY
RECEIVE IN THE
MAIL THE**

**MODESTO
TRIBUNE**

or the

**MODESTO
SHOPPING
GUIDE**

**EACH
THURSDAY**

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



Putnam Sand & Gravel Co.

Serving the Community for Over a Third of a Century



*HIGH QUALITY
SAND & GRAVEL*

- PLASTER SAND
- CONCRETE SAND
- CONCRETE GRAVEL
- CONCRETE MIX
- PEA GRAVEL
- CEMENT
- ROAD AGGREGATES
& OIL MIX

LA 2-7257

**W. H. (Bill) PUTNAM
MANAGER**

200 S. Santa Rosa

Hedgecock & Putnam

LICENSED CONTRACTORS

*Any Type Of
Road Surfacing
& Grading*



**7 UNDERGROUND
STORAGE TANKS IN
OUR OWN OIL DEPOT**



*Serving All Of Stanislaus
& San Joaquin Counties*



200 S. Santa Rosa

**A. M. HEDGECOCK
W. H. (Bill) PUTNAM**

OWNERS

LA 2-1407