

Elmwood Beauty Shop



Featuring All Types of Beauty Treatment

MRS. VELMA MOORHEAD • BILLIE RUSSELL
DORIS JOHNSON • IRMA JENSEN

COMPLETE BEAUTY TREATMENT

EIGHTEEN YEARS IN BUSINESS
115 ELMWOOD AVE. Phone LA 3-8913

Ercie's Beauty Shop

Expert Beauty Service . . .

Same Location 10 Years

★ SPECIALIZING IN PERMANENTS ★

Appointments Tuesday Thru Saturday

1809 Denver St. KE 7-4451

Batteries —

Sales & Service

SEASIDE OIL CO
P O Box 1152 LA 4-1735
TOW SERVICE GARAGE
531 Crows Landing Rd LA 2-1865
(See Display—Inside Front Cover)
TRAVIS FLYING A SERVICE
1201 H St LA 3-1985
WHEELER GARAGE
744 Empire LA 4-1845
WILLINGER'S AUTOMOTIVE
1125 G St LA 3-6441

Batteries—Wholesale & Manufacturers

E D BLAKELY & SON
Gilmore Av & Yosemite
Blvd LA 4-3116
PACIFIC VALLEY STORES
444 S 99 Hwy LA 2-5219
WILLINGER'S AUTOMOTIVE
1125 G St LA 3-6441

Beans—Dried

BAKER & CO
1303 10th St LA 4-3785
ED J LYNG CO
Coldwell Av & 99 Hwy LA 2-1055
NORTHERN CALIF WAREHOUSE CO
9th & B Sts LA 2-9015

Bearings—Ball & Roller

BENSON & ZIMMERMAN
11th & H Sts LA 4-3131
(See Display—Page Facing Inside
Back Cover)
GEIGER IRON WORKS INC
124 Willow LA 3-8387
GIRARDI BEARING CO
717 I St LA 2-5269

Beauty Shop Equip- ment & Supplies

KIRKLE BEAUTY & BARBER SHOP
SUPPLIES
229 S Santa Rita Av LA 2-1552

Beauty Shops

ALTA VISTA BEAUTY SALON
121 Phoenix Av LA 3-4436
ANDREA'S BEAUTY SALON
921 Paradise Rd LA 3-2712
ANGIE'S BEAUTY SHOP
602 4th St LA 3-5411
ANTHONY'S BEAUTY SALON
520 H St LA 2-7065
BEAUTE CHATEAU
1004 15th St LA 3-2611

BEAUTY BOX
415 Burney LA 3-6623
BEAUTY CENTER
1645 Crows Landing Rd KE 7-4321
BEAUTY CLINIC
1700 McHENRY AV LA 2-2758
BEAUTY COURT
1422 11th St LA 3-0716
BEAUTY STUDIO
514 12th St LA 4-3672
BEST SERVICE BEAUTY SHOP
518 McHenry Av LA 2-9283
BONNIE'S BEAUTY ROOM
2231 Haddon Av LA 2-0747
CALIFORNIA BEAUTY SHOPPE
512 H St LA 3-3718
CALVIN'S BEAUTY SHOP
Santa Cruz Av LA 2-0315
COLUMBINE BEAUTY SHOP
609 H St LA 2-4901
COTTAGE BEAUTY SALON
1222 11th St LA 3-4761
EDITH LILLY'S BEAUTY SALON
146 Blankenburg Av LA 3-7567
EILEEN'S BEAUTY SPOT
936 Briggs LA 4-0767
ELMWOOD BEAUTY SHOP
115 Elmwood Av LA 3-8913
ERIE'S BEAUTY SHOP
1809 Denver KE 7-4451
ESTELLE'S FASHION CENTER
2025 Yosemite Blvd LA 4-1920
THE FASHIONETTE
1123 K St LA 2-2986
FASHIONS FINEST SALON OF
BEAUTY
429 McHenry Av LA 4-1409
(See Display—Postcard)
FIVE POINTS BEAUTY SHOPPE
405 Downey Av LA 2-2018
FRANCENE BEAUTY SALON
108 Poplar Av LA 3-2865
GLADYS' BEAUTY SHOP
1572 Normandy Dr LA 2-0968
HAZEL'S BEAUTY SHOP
1306 Rouse Av LA 2-0083
HOUSE OF CHARM BEAUTY SALON
1320 Coffee Rd LA 3-5406
LILLIAN'S BEAUTY SHOP
512 H St LA 3-3718
LORRAINE'S BEAUTY SALON
1333 Paradise Rd LA 2-8368
MIDGÉ'S BEAUTY SHOP
719 10th St LA 3-6720
MODEL BEAUTY & BARBER SHOP
309 Downey Av LA 2-8060
MODERNE BEAUTY SALON
911 10th St LA 2-6865
MODESTO BEAUTY COLLEGE
1311 J St LA 3-5611
NADINE'S BEAUTY SHOP
1750 Miller Av LA 2-8092



Powder Puff BEAUTITORIUM

Complete . . . Expert Beauty Service

★ WE SPECIALIZE IN HAIR STYLING - SCALP TREATMENTS
PERMANENTS & FACIALS
● COSMETICS ● GIFT ITEMS ●
REFRIGERATED AIR CONDITIONING

908 - 13th St.

LA 3-1821

SUNDIAL BEAUTY SALON

THE BEST IN BEAUTY CARE



VICKIE STILTZ
EVELYN VOORHEES

EDNA KRUSE
MARION ZUMWALT

OPEN: 9 to 6 DAILY

EVENINGS BY APPOINTMENT

816 McHENRY * FREE PARKING * LA 3-1019

Thelma's BEAUTY STUDIO



Specializing In Hair Coloring

- HAIR CUTTING ● PERMANENT WAVING
- HAIR TINTING & STYLING

COMPLETE BEAUTY SERVICE

By Appointments Only

815 - 15th St.

LA 3-4309

BUY
WITH
CONFIDENCE

from the firms
displayed

in the

CLASSIFIED SECTION

They represent
the

progressive

business men

of your

community

Beauty Shops

- POWDER PUFF BEAUTITORIUM
908 13th St LA 3-1821
- ROBERT'S BEAUTY BOX
415 Burney LA 3-6623
- ROMANO'S HAIRDRESSING
W Orangeburg & College
Av LA 2-5654
- HAZEL R C SCHMAUCHER
1306 J St LA 2-2894
- SEAL'S BEAUTY SALON
110 Almond Av LA 3-1094
- STANLEY BEAUTY SALON
1306 J St LA 3-0564
- STELLA'S BEAUTY SALON
Beaty Bldg LA 2-5804
- BERTHA STROTHER BEAUTY SALON
1004 15th St LA 3-2611
- SUNDIAL BEAUTY SALON
816 McHenry Av LA 3-1019
- THELMA'S BEAUTY STUDIO
815 15th St LA 3-4309
- VANITY BEAUTY SALON
Scenic Dr LA 3-0084
- VILLA BURNAY BEAUTY SALON
420 15th St LA 3-9968
- ILA ZMUTT
103 Calaveras Av LA 2-1182

Bedding

- BUDGET FURNITURE CO
1611 Yosemite Blvd LA 3-8021
- KIERNAN & GEROW
1017 I St LA 2-4824

Beds

- COMMUNITY AMBULANCE SERVICE
1614 H St LA 3-9191
(See Display—Professional Page)
- MRS HENRY FORD
519 McHenry Av LA 2-6310

Bedsprads

- TROY BUNCH
The Seat Cover King
13th & H Sts LA 4-2604
(See Display—Postcard & Backstrip)
- GALLIHER'S
724 14th St LA 2-9301

Beer Ale Distributors

- B & W DISTRIBUTING CO
11th & C Sts LA 4-2477
- DELTA DISTRIBUTING CO
1200 Scenic Dr LA 2-6981
- GIAHOS DISTRIBUTING CO
516 11th St LA 2-5648
- REGAL PALE DISTRIBUTING CO
522 S 99 Hwy LA 3-8795
- SAN FRANCISCO BREWING CORP
610 7th St LA 2-5786
- STANISLAUS DISTRIBUTING CO
1302 7th St LA 3-3421

Beer Parlors

- ALLEN'S COCKTAIL LOUNGE
133 Hatch Rd LA 4-3420

Belting—Mechanical

- GEIGER IRON WORKS INC
124 Willow LA 3-8387
- PROCESSOR'S HARDWARE & EQUIP-
MENT CO
2021 Yosemite Blvd LA 4-1404
- WOLFLEY & SONS CO
112 E Coolidge Av LA 2-3096

Beverages—Soft Drinks

- A & W ROOT BEER CO
2150 Yosemite Blvd LA 2-1037
- B & W DISTRIBUTING CO
11th & C Sts LA 4-2477

- CIRCLE A BOTTLING CO
1309 Del Monte Av LA 2-7495
- CLEVELAND FRUIT JUICE CO
2150 Yosemite Blvd LA 2-0425
- COCA COLA BOTTLING CO
1425 11th St LA 3-3664
- FROSTOP PRODUCTS INC
2150 Yosemite Blvd LA 2-1037
- HIRES MISSION DISTRIBUTORS OF
MODESTO
2221 Elm Av LA 3-3415
- MODESTO BEVERAGE CO INC
208 Campus Wy LA 3-5562
- NEHI PAR-T-PAK ROYAL CROWN
BEVERAGE CO
1220 7th St LA 3-5506
- PEPSI-COLA BOTTLING CO OF
MODESTO
200 W River Rd LA 3-6954
- REED & BELL INC
2150 Yosemite Blvd LA 2-0425
- SEVEN-UP BOTTLING CO
1302 7th St LA 3-3421
- SMITH J HUNGERFORD CO
2150 Yosemite Blvd LA 2-1037

Bicycles—Accessories

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

Bicycles—Repairing

- ALTA VISTA SPORT SHOP
2019 Yosemite Blvd LA 2-9347
- BOB'S CYCLERY
1245 Yosemite Blvd LA 3-1768
- VALLEY SPORTING GOODS
1418 J St LA 3-5681



Fashion's Finest Salon Of Beauty

House Of Hair Stylists



FOR THE UNUSUAL
IN DISTINCTIVE
HAIR STYLING
COME TO
FASHION'S FINEST
*
Silver Blonding
A Specialty
*

PERMANENT WAVING . . TINTING . . ALL BEAUTY SERVICE

TELEPHONE

Lambert 4-1409

FOR AN APPOINTMENT



APPOINTMENTS:

8 AM. to 7 P.M. Mondays & Thursdays

8 A.M. to 5 P.M. Tuesdays, Wednesdays
& Fridays

8 AM. to 3:30 P.M. Saturdays.

SEE OUR SPECIAL OFFER — POST CARD SECTION — AND SAVE!

429 McHenry

WANDA HELM, Owner

LA 4-1409

Bicycles—Retail

BOB'S CYCLERY
1245 Yosemite Blvd . . . LA 3-1768
FRANK BURKE MOTORCYCLE
SALES & SERVICE
834 S 99 Hwy LA 3-7213
GARY'S BICYCLE SHOP
615 H St LA 3-5230

Billiards

MEHEGAN'S POOL & CARDS
808 9th St LA 3-0026

Billing Machines

BORROUGHS CORP
914 13th St LA 2-4568

Binoculars

LOSER'S DEPT STORE
10th & K Sts LA 3-3245

Bird Farms

NINO'S GAME FARM
915 Latimer Av LA 2-8057

Birds

MODESTO PET CENTER
728 18th St LA 3-0554

Blacksmiths

BAILEY'S BLACKSMITH SHOP
1226 7th St LA 4-1586
BORGE'S WELDING WORKS
517 7th St LA 2-2421

Blacktopping

PUTNAM SAND & GRAVEL CO
200 S Santa Rosa Av . . LA 2-7257

Blood Banks

DELTA' BLOOD BANK
1512 E St LA 4-3343

Blowers & Blower Systems

A-1 SHEET METAL CO
Kansas Av LA 3-7956

Blueprinters

MODESTO BLUE PRINTERS
916 13th St LA 2-9212

Boat Building & Repair

DICK & RAY'S BOATS
1805 Yosemite Blvd . . LA 4-3987
MODESTO CEMENT PRODUCTS CO
300 Fairbanks Av LA 3-1061
NINETY-NINE SPORT CENTER
507 S 99 Hwy LA 2-0301

Boat Equipment

MODESTO ROD & GUN SHOP
714 H St LA 3-4486
WINFIELD'S CUSTOM SHOP
451 Tully Rd LA 2-7169

Boats

DICK & RAY'S BOATS
1805 Yosemite Blvd . . LA 4-3987
MODESTO ROD & GUN SHOP
714 H St LA 3-4486
NINETY-NINE SPORT CENTER
507 S 99 Hwy LA 2-0301
WEEKS SPORT SHOP
923 13th St LA 3-4492

Gary's BICYCLE SHOP

15 Years In Business



BICYCLES - SALES & SERVICE
Portable Electric Appliances
STAINLESS STEEL WARE
Lawn Mowers - Fans & Coolers

615 H Street V. N. GARY, Owner LA 3-5230

Dick & Ray's Boats

CHRIS-CRAFT IN BOARDS - MARINE SUPPLIES
Your Pleasure Is Our Business

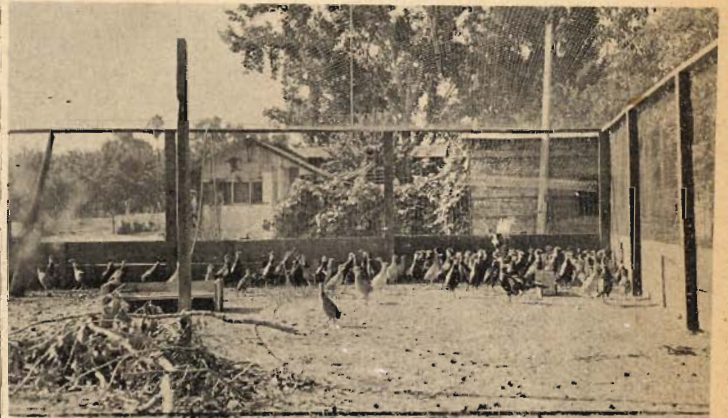


BASS LAKE HYPERFORMANCE V-DRIVE INBOARDS

EVINRUDE MOTORS - SALES & SERVICE
RICH-BILT OUTBOARD BOATS
CHRIS-CRAFT CAVALIERS

1805 Yosemite Blvd LA 4-3987

Nino's Bird Farm



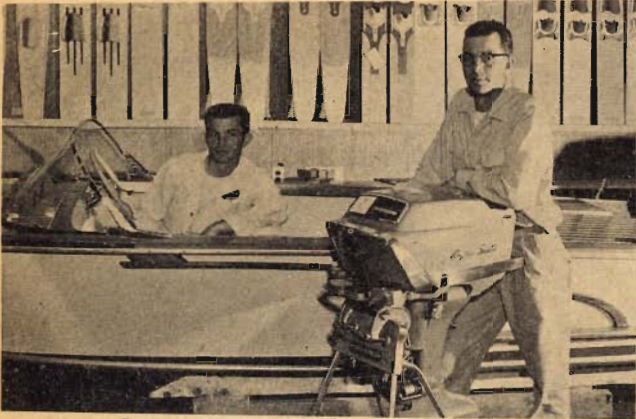
BREEDERS OF PEACOCKS

GOLDEN PHEASANTS ● SILVER PHEASANTS ● MONGOLIAN
RING-NECKED PHEASANTS ● REEVES PHEASANTS
LADY AMHERSTS ● JAPANESE QUAIL ● SWAMP QUAIL
VALLEY QUAIL ● PARAKEETS ● COCKATEALS
LOVE BIRDS

915 Latimer LA 2-8057

Ninety-Nine Sport Center

Modesto's Marine Supply Headquarters



- ENDURA CRAFT
- LARSEN ALUMINUM
- IMPERIAL BOATS
- TROJAN
- CHAMPION

507 S. 99 Highway LA 2-0301
ED & SONNY PRAHSER'S

Boat Rentals

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

Boiler Equipment & Supplies

MODESTO PUMP SERVICE
1308 Scenic Dr LA 3-8967

Boiler Repair

BARRETT BOILER & WELDING WKS
329 7th St LA 2-7612
HANSEN'S
429 Tully Rd LA 2-5261
MODESTO BOILER WORKS
616 7th St LA 2-6510

Boiler Setting

BARRETT BOILER & WELDING WKS
329 7th St LA 2-7612
R L BOYD & SON
628 Duncan Av LA 3-5067
MODESTO BOILER WORKS
616 7th St LA 2-6510

Bolts & Nuts

MODESTO SURPLUS SALES
1114 D St LA 3-2838

Book Stores

THE BOOKSTOR
1317 J St LA 4-5168

Bookkeeping & Accounting Machines

BURROUGHS CORP
914 13th St LA 2-4568

MONROE CALCULATING MACHINE
CO INC
920A 13th St LA 2-1384
NATIONAL CASH REGISTER CO
816 13th St LA 2-3691
TURNER BUSINESS MACHINES
143 Palmetto Dr. LA 2-2949

Bookkeeping Service

VIOLA BONNER
1518 I St LA 2-2634
FOWLER BOOKKEEPING SERVICE
925 - 12th St LA 3-4952
BERNICE RITZ
510 Scenic Dr LA 2-2728
LELAND D SIMPSON
440 Sycamore Av LA 3-6019
ROBERT L SMITH
1115 I St LA 3-7437
L R THOMPSON
1612 Tully Rd LA 3-4544

Bookkeeping Systems

CHARLES R HADLEY DIVISION OF
TODD CO, INC
904 - 13th St LA 3-6932

Books—Juvenile

TOYS GALORE
1323 Yosemite Blvd LA 2-1113

Bottlers

NEHI PAR-T-PAK & ROYAL CROWN
BEVERAGES
1220 - 7th St LA 3-5506
PEPSI-COLA BOTTLING CO
200 W River Rd LA 3-6954
SEVEN-UP BOTTLING CO
1302 - 7th St LA 3-3421

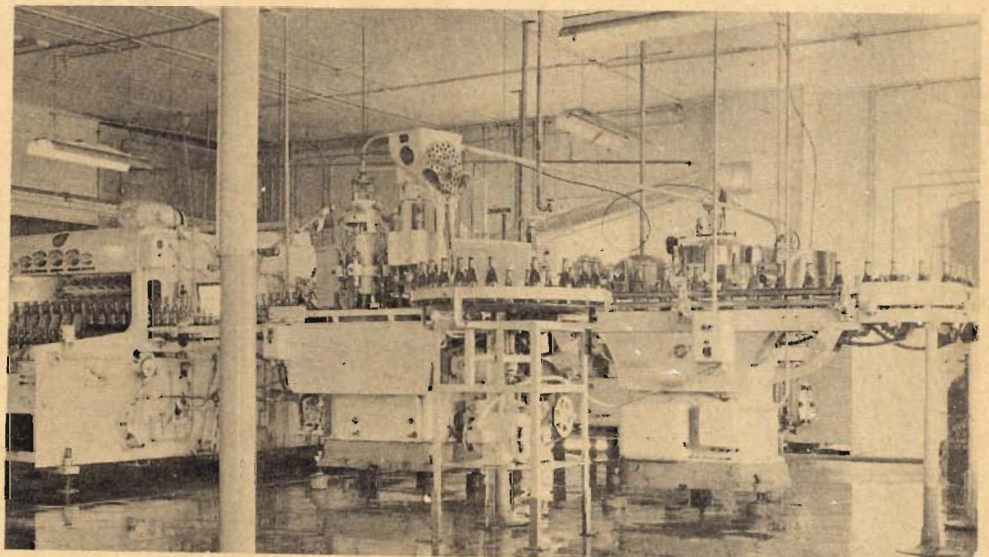


**BOTTLERS OF
FROSTIE
ROOT BEER**



LOUIE VARNI
JOHN D. VARNI
FRED A. VARNI

OWNERS



Our New, Completely Modern Bottling Plant.

1302 7th Street

LA 3-3421

Bowling Alleys

MODESTO BOWL
1120 - 13th StLA 3-9114

Boxes

CONTAINER CORP OF AMERICA
Daly AvLA 3-9259
MARATHON CORP
Snowden & Yosemite Bl. LA 4-3141

Boxes—Wooden

CALIF PINE BOX DISTRIBUTORS
200 Kerr AvLA 2-3234

Braces

A D CRAIG CO
1016 I StLA 3-6761

Brake Service

AUTOMOTIVE BRAKE SERVICE
915 McHenry AvLA 3-7541
DOUGLAS YOSEMITE STATION
1516 Yosemite Blvd ..LA 2-8736
EVANS BROS TRUCK & AUTO SERV
919 S 99 HwyLA 2-0696
HERRON'S GARAGE & MACH SHOP
621 - 11th StLA 3-0490
JOHNNIE'S BRAKE SHOP
1107 L StLA 2-1278
LEO'S GARAGE
714 - 9th StLA 2-1547
MIKE'S AUTO SERVICE
1539 McHenry AvLA 3-0691
MODESTO ALIGNMENT & BRAKE
SERVICE
301 H StLA 2-7124
PALMER'S GARAGE
1341 Paradise RdLA 3-2938
PEEBLER'S AUTOMOTIVE SERVICE
914 - 7th StLA 3-8620
PERSONALIZED AUTO SERVICE
137 S Santa Cruz Av ..LA 2-1457
JOHNNY PFLOCK'S
15th & I StsLA 3-9196
TOM RICHTER
1024 - 9th StLA 3-1039
W E SHULTZ BRAKE SHOP
1729 Yosemite Blvd ..LA 3-0894
TOW SERVICE GARAGE
531 Crows Landing Rd ..LA 2-1865
(See Display - Inside Front Cover)
VACCARO'S GARAGE & OFFICIAL
BRAKE STATION
529 - 10th StLA 3-5483
WILLINGER'S AUTOMOTIVE
1125 G StLA 3-6441
WILL'S AUTOMOTIVE SERVICE
1230 - 11th StLA 3-1712
JACK H YOUNG AUTOMOTIVE SERV
205 S Santa Cruz Av ..LA 3-3314

Brassieres

CRAIGS'
1216 J StLA 4-4142
JEWELL'S CORSET SHOP
811 - 10th StLA 4-2438
FAY SPERRY CORSET SHOP
1026 J StLA 3-7512

Bread—Wholesale

SAN JOAQUIN BAKERIES
10th & Needham Av ..LA 3-0708

Brick

R L BOYD & SON
628 Duncan AvLA 3-5067
HARRY O KLINE, LANDSCAPING
Rt 5, Box 542LA 2-0898

Brick—Used

CENTRAL BUILDING WRECKERS
959 S 99 HwyLA 4-2860

Bridal Gowns

HAMMETT'S
1013 - 10th StLA 4-5221

Brokers—Stock & Bond

DAVIDSON & CO
Hotel CovellLA 3-7759
FIRST CALIFORNIA COMPANY
1024 J StLA 2-7102
EARL A HOLTMAN
1024 J StLA 2-0965
HOOKER & FAY
Hotel CovellLA 3-7759
RALPH C NICHOLSON
711 Magnolia AvLA 3-6663

Brushes

FULLER BRUSH DEALERS:
C N DUNHAM
625 - 5th StLA 2-4964
ALBERT FREEMAN
1215 Imperial AvKE 7-3655
O W HALTEMAN
2505 Cook AvLA 3-5896

Builders Hardware

MODESTO BUILDERS SUPPLY, INC
601 S 99 HwyLA 2-3223

Building Cleaners

AMERICAN BLDG MAINTENANCE CO
1512 E StLA 3-2568
CALIF BLDG MAINTENANCE CO
819C - 15th StLA 3-9429

Building Materials

A-1 CABINET SHOP
229 E Coolidge AvLA 2-1129
AMER DISTRIBUTING CO
541 Kansas AvLA 3-9159
AMERICAN LUMBER CO
9th & M StsLA 3-8361
AMER PIPE & STEEL SUPPLY CO
570 S 99 HwyLA 3-5213
CENTRAL BUILDING WRECKERS
959 S 99 HwyLA 4-2860
CENTRAL READY MIX
Culpepper AvLA 2-7244
DIAMOND MATCH CO, THE
Orangeburg AvLA 3-9119
ENSLEY-DUNCAN LUMBER CO
202 Santa Cruz AvLA 3-7789
FARMERS LUMBER CO
P O Box 367, CeresKE 7-0331
GRAYSTONE BLOCK CO
316 River RdLA 3-6462
GROUND LUMBER CO
1625 McHenry AvLA 2-1001
HOMART BUILDING MATERIALS
10th & K StsLA 2-9017
KLEMM TRUCKING CO
1109 Del Vale AveLA 2-3196
MODESTO BLDRS SUPPLY CO, INC
601 S 99 HwyLA 2-3223
MODESTO HARDWARE CO, INC
912 - 11th StLA 3-2679
MODESTO LUMBER CO, THE
621 - 9th StLA 3-1831
SOUTH MODESTO LUMBER SERVICE
563 Crows Landing Rd ..LA 3-5639
STANISLAUS LUMBER CO
1101 - 9th StLA 2-3275
TURNER HARDWARE CO
9th & H StsLA 2-7251
College & Orangeburg ..LA 3-6468
U S WHOLESALE CO
Hatch Rd & 99 Hwy ..KE 7-3677
UNITED LUMBER YARDS
430 - 10th StLA 2-1081
VALLEY ASBESTOS CO
1061 McHenry AvLA 4-5188
(See Display - Postcard)

Continued on Page 77

☆
SUPPORT
YOUR
DIRECTORY
ADVERTISERS



GRAYSTONE BLOCK Co.

Manufacturers Of

PRECISION-MADE

LIGHTWEIGHT

GRADE A BUILDING BLOCKS

PETER JANOPAUL

PRESIDENT

316-408 RIVER RD.
WEST OF HIGHWAY 99

LA 3-6462

Automotive Brake Service
Specialists In Brakes



The Latest In Power Brake Testing Equipment As Well!

To INSURE Your Safety

We Use ONLY 1st Quality Material

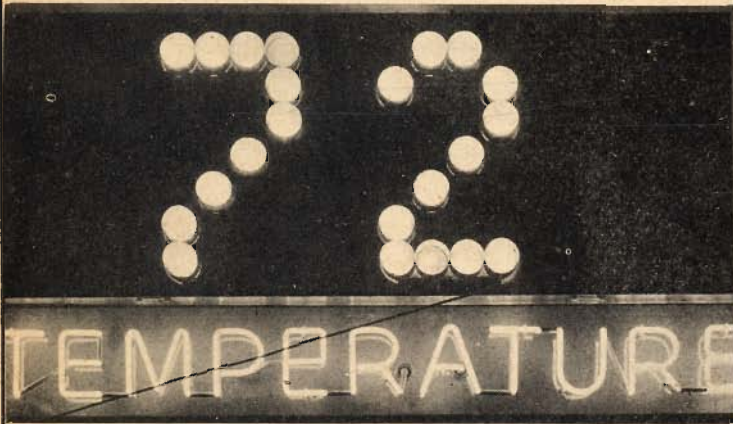
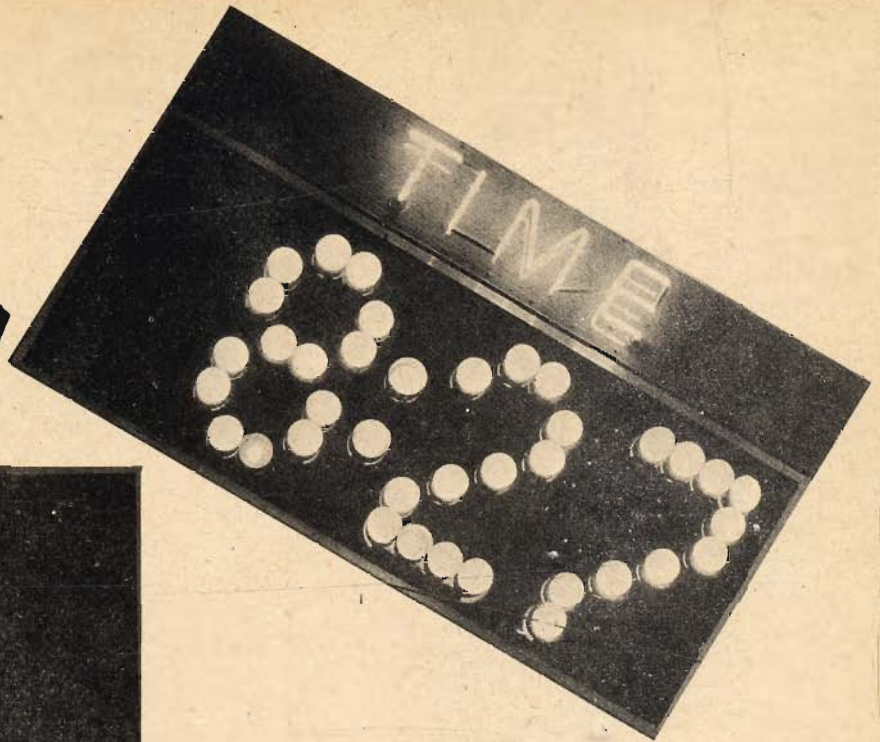
OPEN FOR YOUR CONVENIENCE—8 TO 5 DAILY

915 McHenry

LA 3-7541

TIME...

and



**TEMPERATURE
ARE SIGNPOSTS TO SECURITY**

YES . . . The Time & Temperature sign points the way to MBL, where the safety of your savings is insured and home loans are a specialty. Since 1922 the people of Stanislaus County have relied on MBL for fast, courteous service.



FOR INFORMATION ON SAVINGS OR LOANS

USE OUR CARD ON INSERT PAGE IN FRONT PART OF THE DIRECTORY

**MODESTO BUILDING
AND
LOAN ASSOCIATION**

821 - 10th Street, Modesto

PHONE LA 3-2648

Building Materials

WELLS LUMBER CO
696 Crows Landing Rd ...LA 3-6825
WELTON CO
1601 McHenry Av ...LA 3-2530
WESTATES PUMICESTONE PRODS
N 99 Hwy & Blue Gum ...LA 2-6341

**Building Materials—
Used**

CENTRAL BUILDING WRECKERS
959 S 99 Hwy ...LA 4-2860
SO HWY 99 PLUMBING SUPPLIES
952 S 99 Hwy ...LA 4-2079

Building—Remodeling

OLIVER HEERSINK
1206 Greenwood Dr ...LA 2-0808
JOHN L KLEIN
1409 Baywood Dr ...LA 3-4130
NORMAN VANDER VEEN
415 Johnson St ...LA 3-4656

Bulldozing

RAY REED & SONS
Box 1193, Beckwith Rd...LA 4-6283
CHARLES F RHYNO
437 Rosedale Av ...LA 3-5429

Burial Vaults & Grave

**Liners—Cement—
Wholesale**

BLACKMON BROS
Rt 3, Box 1165 ...LA 2-5503

Bus Lines

CONTINENTAL TRAILWAYS
BUS DEPOT
1112 - 10th St ...LA 3-8845

GREYHOUND BUS DEPOT
701 - 10th St ...LA 3-4541
MODESTO MOTOR BUS SERVICE
421 Enslin Park Ct ...LA 2-8703
OAKDALE-RIVERBANK STAGE LINE
421 Enslin Park Ct ...LA 2-8703

Business Forms

WILDER PRINTING CO
1313 D St ...LA 2-7654

**Business Machines—
Sales & Service**

ANDERSON'S
915 J St ...LA 2-6839
TURNER BUSINESS MACHINES
143 Palmetto Dr ...LA 2-2949

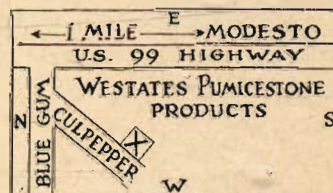
**Business Opportunity
Brokers**

CAMPBELL REAL ESTATE
1004 - 13th ...LA 2-3231
HARRY CIRAULO
514 McHenry Av ...LA 2-4045
(See Display - Postcard)
DeVE WALLY REAL ESTATE
317 Downey Av ...LA 4-2955
DON PEDRO REALTY
608 McHenry Av ...LA 3-8331
MODESTO REALTY CO
225 McHenry Av ...LA 2-8620
ROY NEWBY
1013½ H St ...LA 3-7829
ART RICKARD
904 - 11th St ...LA 4-6261
CHAS W RIISE AGENCY
925 - 12th St ...LA 2-5217
BERNICE WOOD
350 Burney ...LA 3-8067

**WESTATES
Pumicestone Products**



**BUILDING BLOCKS
And All Types Of Masonry Building Materials**

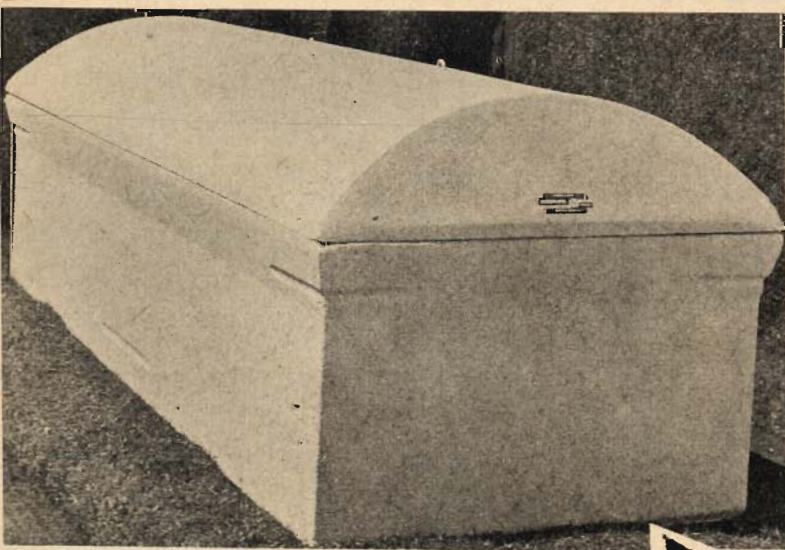


**JOE C. OTT & ALBERT E. ZIPSER
OWNERS**

No. 99 & Blue Gum Ave.

LA 2-6341

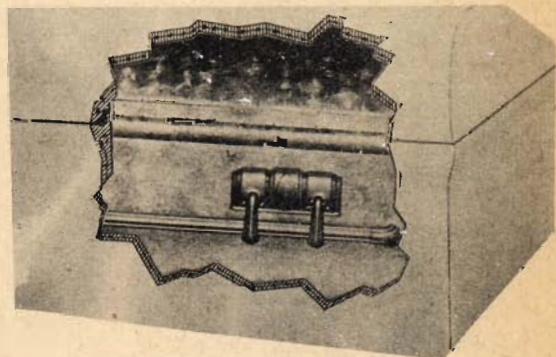
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CHARLES E ERICKSON
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FELTES TRADING POST
1230 - 9th St LA 3-1214
TOLEDO SCALES SALES & SERVICE
1613 H St LA 3-8165

Cabinet Makers—

Custom

A-1 CABINET SHOP
229 E Coolidge Av LA 2-1129
PAUL BENNINGFIELD
1551 Tully Rd LA 3-5235
IVERSEN'S CABINET SHOP
608 - 7th St LA 2-4048
MODESTO CABINET &
WOODWORKING SHOP
642 Chicago Av LA 2-1223
MODESTO SHOWCASE & FIXTURE
CO, Clayton Av LA 2-7713
RIVERSIDE CABINET SHOP
208 River Rd LA 2-0581
KE 7-2652

STOTTS STUDIO
Yosemite Blvd LA 4-0908
VALLEY BUILDERS SUPPLY CO
Roseburg & Virginia Av. LA 3-0768
YE OLDE CABINET SHOPPE
114 Drake Av LA 2-0029

(See Full Advertisement Page 79)

Calculators—Printing

TURNER BUSINESS MACHINES
143 Palmetto Dr LA 2-2949

Cameras

ART CRAFT PHOTO SERVICE
201 H St LA 3-7860
LOSHER'S
10th & K Sts LA 3-3245

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1230 - 9th St LA 3-1214
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1127 Needham Av LA 4-5041

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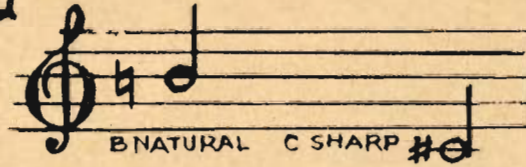
J. W. ARMSTRONG

229 E Coolidge

Owner

Tel LA 2-1129

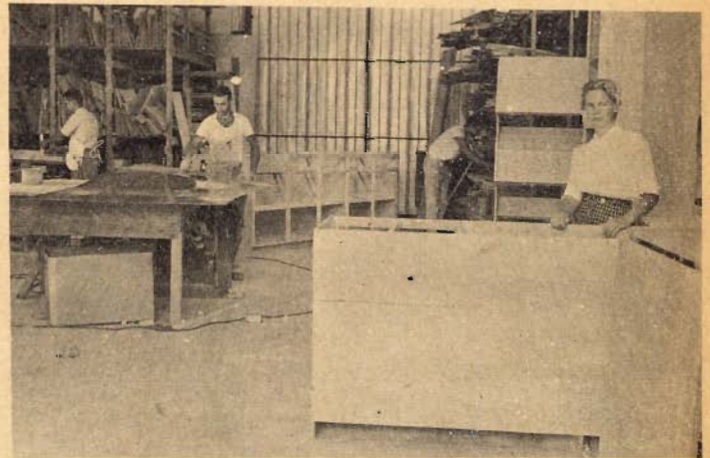
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FORMICA TOPS FOR EVERY PURPOSE



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915 B St LA 2-3277
FLOTILL PRODUCTS INC
9th & C Sts LA 3-1841
FRUITVALE CANNING CO
Claus Rd & Yosemite Bl, LA 3-4763
HAWAIIAN PINEAPPLE CO
Tully Rd & St Francis, LA 2-4437
LIBBY McNEILL & LIBBY
514 McHenry Av LA 2-0433
PRATT-LOW PRESERVING CO
Office, 827 Tully Rd LA 4-6669
STANISLAUS FOOD PRODUCTS CO
12th & D Sts LA 2-7201
STOKELY-VAN CAMPS INC
202 - 11th St LA 2-0428

TRI-VALLEY PACKING ASSN
1306 D St LA 3-6631
TURLOCK COOPERATIVE GROWERS
P O Box 948,
Salida-Oakdale Hwy LA 3-6458
WOOD CANNING CO, Agent
11th & B Sts LA 4-3101

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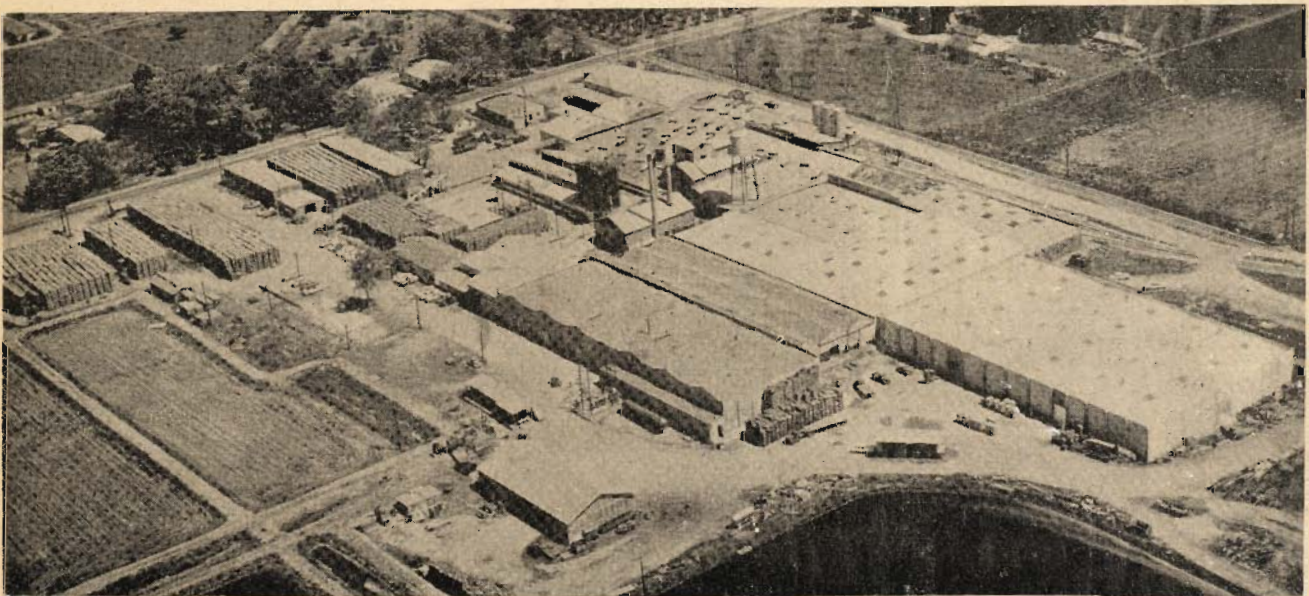
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LA 2-3096
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SALES OFFICE: 245 California St., San Francisco SU 1-2658

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2021 Yosemite Blvd LA 4-1404
T & C MFG CO
1212 Scenic Dr LA 3-5283
WOLFLEY & SONS CO
112 E Coolidge Av LA 2-3096

Cans—Metal

NATIONAL CAN CORP
251 Santa Rosa Av LA 3-7761

Canvas Products

MODESTO SURPLUS SALES
1114 D St LA 3-2838
MODESTO TENT & AWNING CO
916 I St LA 3-5591
RUMSEY'S TENT & AWNING CO
1127 Needham Av LA 4-5041

Car Loading

CENTRAL TERMINALS
315 - 11th St LA 2-2354
FLETCHER V RICHARDSON
Crows Landing Rd KE 7-2909

Carburetors

ANNAN'S BUTANE-PROPANE SERV
731 B St LA 3-2631
WILLINGER'S AUTOMOTIVE CLINIC
1125 G St LA 3-6441

Card Playing Rooms

STATE CLUB
927 H St LA 2-9863

Cards—Business & Personal

J W AUGHTRY
2302 Geneva LA 2-3480

Carpet Cleaning & Repairing

HOUSE OF CARPETS
920 McHenry Av LA 3-5664
(See Display - Postcard)
STIFFLER HARDWOOD FLOOR CO
301 - 11th & C Sts LA 4-2942
KE 7-1546

Carpet Layers

DANDY CARPET SERVICE
510 G St LA 2-4673
H L FIFIELD
130 N Wilson LA 2-5358
SHUMARD CARPET SERVICE
1033 Paradise Rd LA 2-7369

Casement Sash

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

Cash Registers—New & Rebuilt

BURROUGHS CORP
914 - 13th St LA 2-4568
HEASTON'S CASH REGISTER
1613 H St LA 3-8165
NATIONAL CASH REGISTER CO
816 - 13th St LA 2-3691

Cash Registers—Parts & Supplies

HEASTON'S CASH REGISTER
1613 H St LA 3-8165

Cash Registers—Service

NATIONAL CASH REGISTER CO
816 - 13th St LA 2-3691

HEASTON'S CASH REGISTER
1613 H St LA 3-8165

Casters

GEIGER IRON WORKS INC
124 Willow LA 3-8387

Caterers

CASAZZA DELICATESSEN
311 H St LA 2-7667
ERNIE'S SHIP CAFE
911 I St LA 2-9817
MEAL ON A BUN MOAB
1228 Tully Rd LA 2-9069
NOAH'S HOFBRAU
917 J St LA 4-2076
RICKSHAW KITCHEN
411 Burney LA 2-5574

Cattle

DAVE CORGIAT
Rt 1, Box 757 LA 3-2273

Cement Contractors

CENTRAL READY MIX
Culpepper Av LA 2-7244

Cement—Retail

ALLIED CONCRETE & SUPPLY CO
Snowden Av LA 4-3177
AMERICAN TRANSIT MIX CO, INC
McHenry Av LA 3-6419
ENSLEY-DUNCAN LUMBER CO
202 Santa Cruz Av LA 3-7789
FARMERS LUMBER CO
P O Box 367, Ceres KE 7-0331
MODESTO BLDRS SUPPLY CO, INC
601 S 99 Hwy LA 2-3223
PUTNAM SAND & GRAVEL CO, INC
200 Santa Rosa Av LA 2-7257
LA 3-4753
WELLS LUMBER CO
696 Crows Landing Rd LA 3-6825

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801 Scenic Dr LA 2-0452
ODD FELLOWS CEMETERY ASSN
905 Scenic Dr LA 2-5368

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HOBBYCRAFT SCHOOL
1648 Ohio Av LA 3-6121

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P. O Box 110 LA 3-4217
FRANK A BOREK
1101 Barbary Ln LA 4-3464
ROY BOWLIN SEPTIC TANKS
2104 Robertson Rd LA 3-0545
G H CLARK
1002 Alamo Av LA 3-9278
ELECTRIC ROTO-ROOTER SEWER
SERVICE, 1512 E St LA 3-1674
ALVIN HITZEMAN
437 Yosemite Av LA 3-7915
McDONALD SEPTIC TANK SERVICE
320 El Paso Av LA 3-8087
FLOYD W TIWATER SEPTIC TANK
SERVICE, 1641 Atlantic KE 7-0257

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BERRY & LEWIS RENTALS
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(See Display - Reverse Double Truck)

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GOLDEN STATE CO
435 Maze Blvd LA 3-1413

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Emerald Av LA 4-1461
CHEMICAL FERTILIZER CO, INC
Claus Rd LA 4-1424
DEEVON INDUSTRIES
412 Kansas Av LA 2-0762
MODERN CHEMICAL CO
518 Virginia Av LA 2-0877
RITCHEY PRODUCTS CO
Faith Home Rd KE 7-2281
SNOWDEN ENTERPRISES
514 Hosmer Av LA 2-5215
VONLITE SERVICE CO
412 Kansas Av LA 2-0762

Chemicals—

Agricultural

CHEMICAL FERTILIZER CO
Claus Rd LA 4-1424

Chemicals—Soaps & Detergents

MODESTO PAPER CO
1224 - 7th St LA 3-1823

Chemicals—Spraying

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912 - 11th St LA 3-2679

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818 - 9th St LA 2-4942
FORMOSA STEAK HOUSE
701 S 99 Hwy LA 4-2674
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1335 Yosemite Blvd LA 2-2705
MINNIE'S RESTAURANT
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1008 - 10th St LA 2-9681
RICKSHAW KITCHEN
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NOW — ARRANGE
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**Specializing
In
Gastro-
Intestinal
Disorders**



HEMORRHOIDS . . .

"PILES" . . .

**REMOVED WITHOUT
SURGERY**



**No Hospitalization
No Heavy Expense!**



***Don't Let Painful Hemorrhoids Make You Miserable . . .
Patent Medicines Won't Work . . . Radical Surgery Isn't Necessary!***



Negative Galvanic Treatment . . . Proven The Most Effective Method Over 60 Years . . . Can Help YOU! No Loss Of Work Is Required . . . No After Effects Or Injury — Only RELIEF!



Our RECHECK Plan Guarantees No Recurrence. Free Check-Ups After You Are Discharged — FREE TREATMENT Should Another Hemorrhoid Begin (New . . . Separate Rectal Diseases Not Covered)

119 McHenry Ave. ★

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IN THE FRONT PART OF THE DIRECTORY

★ **LA 2-2980**

DR. LOUIS L. EARLY, D. C.

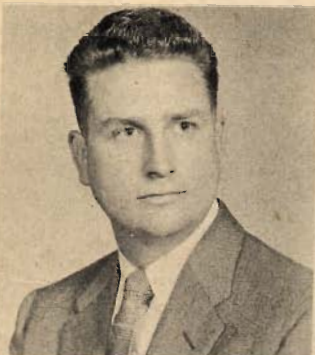
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LA 3-0537

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Branch No 1, 1614 J St. LA 2-3318
No 2, 114 N Santa Cruz. LA 2-2914
No 3, 1310 Crows Lndg. LA 2-2405
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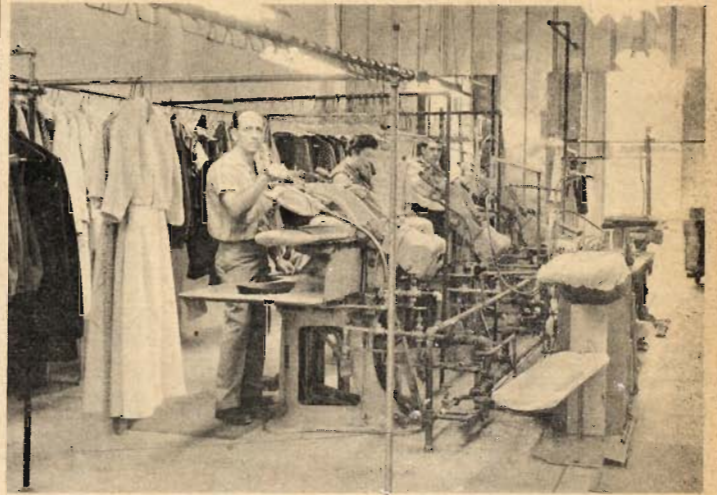
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● Knit Suits ● Drapes

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 413 Burney LA 3-5010
 MODESTO FRENCH CLEANERS
 519 H St LA 3-0348
 Branch, 1425 La Loma, LA 4-1758
 MODESTO STEAM LNDRY & CLNRS
 Main Off, 1201 - 8th St. LA 3-3257
 Branch, 1700 McHenry... LA 2-6364
 NU-WAY CLEANERS & DYERS
 1306 I St LA 2-9310
 ROYAL DRY CLEANERS
 Main Off, 1508-10th St, LA 2-0325
 Branch, 710 H St LA 2-2967
 Branch, 1308 Yosemite... LA 2-1213
 STEWART'S QUALITY CLEANERS
 Main Off, 915 Yosemite. LA 2-5796
 Branch No 1, 516 H St... LA 2-2016
 Branch No 3, 13th & H. LA 2-1691
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 945 - 10th St LA 2-0822
 MAXFIELD JEWELRY
 1025 - 10th St LA 2-1589
 MODESTO HARDWARE CO, INC
 912 - 11th St LA 3-2679
 MODESTO LAPIDARY SUPPLY
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 1325 Yosemite Blvd LA 2-9426
 THE VARSITY SHOP
 925 J St LA 4-3862
 WHITE'S FOR BOYS
 1501 J St LA 3-6980

Clothing—Children

HAMAWAY'S TOTS TO TEENS
 1525 J St LA 2-1679
 HOUSE OF JACK & HILL
 1030 J St LA 3-7865
 LAD & LASSIE SHOPS
 No 1, 116 N Santa Cruz. LA 3-6535
 No 2, 1700 McHenry Av. LA 3-8057
 LITTLE FOLKS SHOP
 1205 J St LA 2-0942
 LOEB'S DEPT STORE
 840 - 10th St LA 3-3229
 LULLABY LAND
 1505 J St LA 3-6804
 ROOSEVELT CENTER STORE
 1635 W Orangeburg Av. LA 2-6700

Clothing—Infants

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 No 2, 1700 McHenry Av. LA 3-8057
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Lad & Lassie Shops

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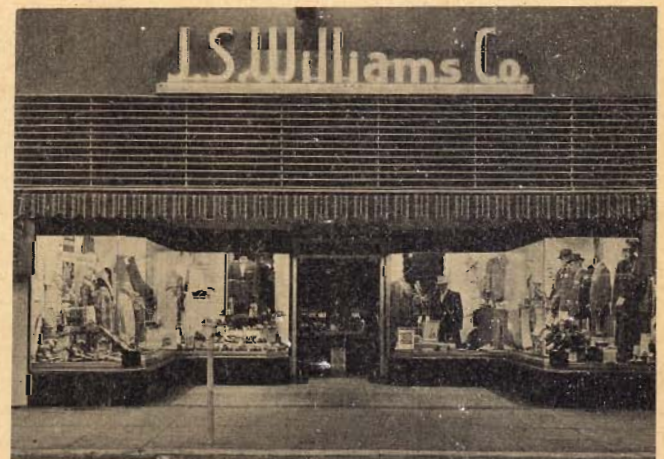
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809 - 10th St LA 2-4782
THE FAMOUS STORE
918 I St LA 3-3054
FARRS DEPT STORE
1325 Yosemite Blvd LA 2-9426
GEORGE'S MEN'S WEAR
814 - 9th St LA 2-3346
THE HUB CLOTHING CO
901 H St LA 2-6428
LONDON'S MEN'S WEAR
Crows Landing Rd LA 3-2886
LOSHER'S DEPT STORE
10th & K Sts LA 3-3245
MARSHALL'S SHOES & CLOTHING
1606 Crows Landing Rd. KE 7-3802
MUSSER'S CLOTHING STORE
1010 - 10th St LA 3-0772
PLATO'S
825 - 10th St LA 2-7581
THE TOGGERY
809 - 10th St LA 2-4782
LEONARD J UTTERBACK
960 - 10th St LA 2-6437
J S WILLIAMS CO
804 - 10th St LA 3-4973

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1315 J St LA 2-1821
FARRS DEPT STORE
1325 Yosemite Blvd LA 2-9426
FASHIONAIRE
1118 J St LA 3-7734
LOSHER'S DEPT STORE
10th & K Sts LA 3-3245
MARSHALL'S SHOES & CLOTHING
1606 Crows Landing Rd. KE 7-3802
THE SPORT SHOP
1014 J St LA 3-9683
1700 McHenry Av LA 3-3898

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CHUCK'S CLUB
719 S 99 Hwy LA 2-9938
CLUB FLAMINGO
1009 H St LA 2-9829
DANNY'S
109 Ruffino Av LA 2-3121
EL CAPITAL BUFFET
913 J St LA 2-9923
THE FLAME
929 - 11th St LA 2-9586
JACK'S CLUB
1000 H St LA 2-7467
MINNIE'S
407 McHenry Av LA 2-7332
NEW ERA CLUB
621 H St LA 3-3514
OASIS CAFE
McHenry Av LA 2-9921
THE OFFICE CAFE & LOUNGE
Hotel Hughson LA 4-4131
PAMRON ROOM
921 I St LA 3-4897
QUIGLEY'S CLUB
S 99 Hwy KE 7-0904
RENDEZVOUS CLUB
142 N 99 Hwy LA 2-9671
ROYAL CAFE LIQUOR STORE
1018 I St LA 3-7982
SCENIC CLUB
Scenic Dr LA 3-4479
SHAMROCK CLUB
611 H St LA 2-9871
SHORTY'S PLACE
Maze Rd LA 3-7095
TACK ROOM
1000 H St LA 2-9753
TOWN AND COUNTRY RESTAURANT
549 S 99 Hwy LA 3-5186
VARNI'S COCKTAILS
241 - 7th St LA 3-3538
WALTZ INN
313 H St LA 2-9873
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418 I St LA 2-9457
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914 - 14th St LA 3-3717
MERCHANTS ASSN OF MODESTO ADJUSTMENT BUREAU
914 - 14th St LA 3-2656
RETAILERS CREDIT ASSN OF MODESTO
914 - 14th St LA 2-9061
STANISLAUS CREDIT CONTROL SER
1218 I St LA 3-1813

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119 McHenry Av LA 2-2980
(See Display - Postcard)
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GRAYSTONE TILE PLANT
316 River Rd LA 3-6462
WESTATES PUMICESTONE PRODS
N 99 Hwy & Blue Gum. LA 2-6341

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Culpepper Av LA 2-7244

Concrete Mixers—Rental

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1116 McHenry Av LA 3-8038
(See Display - Reverse Double Truck)
G & W TRAILER CENTER
565 S 99 Hwy LA 3-2785

Concrete Products

DOUGLAS W SHURTZ
1346 Melrose Av LA 2-3087
STANISLAUS CONCRETE PRODS CO
Woodland Av & 99 Hwy. LA 2-9159
UNITED CONCRETE PIPE CORP
Old 99 Hwy LA 3-1875
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AMERICAN TRANSIT MIX CO, INC
McHenry Av LA 3-6419
CECIL'S SAND & GRAVEL CO
Grayson Rd KE 7-2695
CENTRAL READY MIX
Culpepper Av LA 2-7244
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1109 Del Vale Av LA 2-3196
PUTNAM SAND & GRAVEL CO
200 S Santa Rosa Av LA 2-7257
STANDARD MATERIALS, INC
1022 Woodland Av LA 3-5615

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Evans Rd KE 7-0415

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WALTER'S VARIETY, INC
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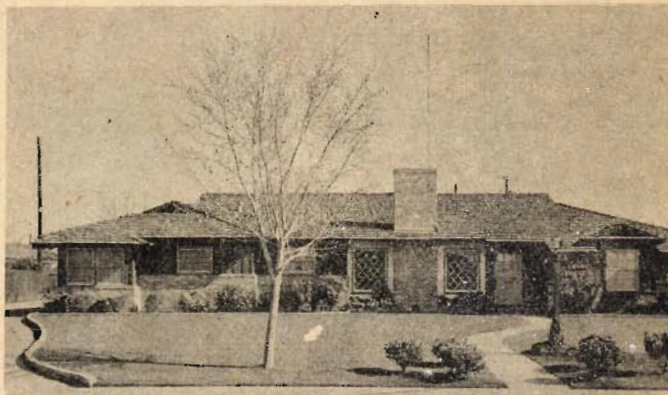
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