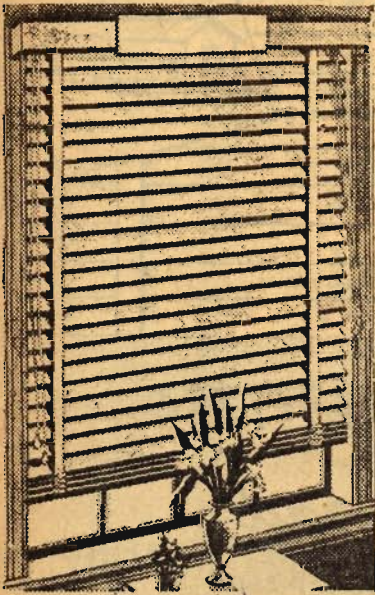


VENETIAN BLINDS



Installed Direct from Factory

Specializing in
**Steel & Flexalum Slats &
 Featuring Drape Head Construction**

RECONDITIONING - RETAPING
 RECORDING & REPAIRING

WINDOW SHADES & DRAPERIES
 CORNICES & RODS

Free Estimates - No Obligation

Dial 3-5509

**SOUSA'S VENETIAN
 BLIND SERVICE**

Manufacturers

100 W. FREMONT ST.

STOCKTON, CALIF.

Venetian Blind Mfrs--Retail

Custom Made Venetian Blind Co
 1740 W Monterey 7-7517
RICHMOND AWNING & VENETIAN BLIND CO
 127 E Channel 7-7364
 Sousa's Venetian Blind Service
 100 W Fremont 3-5509
 (See Advertisement This Page)
 Stockton Venetian Blind Co 519 N Ophir... 2-3640

Venetian Blind Renovating

Strobridge Rug & Upholstery Cleaners
 2324 Country Club Blvd 2-8265
 (See Advertisement This Page)

Venetian Blind Supplies--Whlse

**NORTHWESTERN VENETIAN BLIND
 SUPPLY CORP**
 Mfrs-Distrs Of Flexible Steel Slats
 1216-24th Oakland
 (Toll) Call "Operator" for... Templebar 5642

Ventilating Contractors

See Contractors- Heating & Ventilating

You'll get quicker service when you dial if you follow these simple steps:

1. Listen for the dial tone. This tone is your signal that the equipment is ready to take your call.
2. Dial each letter and digit of the number in its right order.
3. Draw the dial all the way to the finger stop.
4. Remove your finger and let the dial return naturally, without forcing or hurrying.
5. If you make a mistake while dialing, hang up for a few seconds and then start your call again.

Venetian Blinds

Dial
2-8265

LAUNDERED RENOVED
 SLATS CLEANED RETAPED
 TAPES CLEANED RECORDED
 CORDS CLEANED REPAIRED

Free Estimates
 PICK-UP & DELIVERY
 2324 Country Club Blvd.

STROBRIDGE
Rug & Upholstery Cleaners
 UPHOLSTERY CLEANING & FLAMEPROOFING

FRONTIERS *beyond*

There are always new frontiers to telephone service, problems to be solved, improvements to be made, and there will always be Telephone Pioneers pushing on to new achievements.

**THE PACIFIC TELEPHONE
 AND TELEGRAPH COMPANY**

Veterinarians

- Boice Wilbur H 336 E Lafayette.....4-4521
- Graham R E 720 S Sn Joaquin.....2-1504
- Nelson Geo W I
Practice Limited To Dogs-Cats-Pets
1234 N Wilson Wy.....3-1234
- Pet Clinic Veterinarian 1234 N Wilson Wy.....3-1234
- Peterson W L 848 S California.....5-5726
- Saunders F H 336 E Lafayette.....4-4521
- Residence.....2-7201
- If no answer call.....7-7512
- Stockton Veterinary Supply Co
336 E Lafayette.....4-4521

VETERINARY MEDICAL CENTER

DR. R. L. COLLINSON
DR. I. N. BOHLENDER
See Our Display Adv.

S 99 Hwy Turlock
(Toll) Call "Operator" for.....Turlock 1567

Veterinary Medical Center S 99 Hwy Turlock
(Toll) Call "Operator" for.....Turlock 1567
(See Advertisement This Page)

Veterinarians' Supplies

- BURGESS J W 406 E Market.....5-5901
- Stockton Veterinary Supply Co
336 E Lafayette.....4-4521
(See Advertisement This Page)

Veterinary Hospitals

- Blue Cross Vet Hospital 720 S Sn Joaquin...2-1504
- Nelson Geo W I
Limited To Small Animals
Dogs-Cats-Birds & Pets
1234 N Wilson Wy.....3-1234
- Peterson W L 848 S California.....5-5726
- Saunders F H 336 E Lafayette.....4-4521

Vises—See Tools Headings

Wall Board

- PACIFIC COAST AGGREGATES INC
1020 E Main.....8-8643
- STAR LUMBER CO 448 W Main.....5-5801
- STOCKTON LUMBER CO INC
1201 S El Dorado.....9-9024

Wall Coverings

See Specific Kinds, i.e., Canvas Products;
Wallpaper; Linoleum Headings

Wallpaper

- DANNER L A CO 201 N California.....6-6447
- FULLER W P & CO

STOCKTON'S FINEST
WALL PAPER STUDIO

Imported & Domestic Wall Paper

620 E Weber.....5-5785

- GENERAL PAINT CORPORATION
501 E Miner.....2-8588
- LATZ PAINT CO 135 N California.....2-7448
- PITTSBURGH PAINT STORE
531 E Weber.....8-8529
- Pittsburgh Plate Glass Co 543 E Weber.....8-8529
- SHERWIN-WILLIAMS CO 545 E Channel.....3-4573
- WRIGHT PAINT & CHEMICAL CO
139 N Sutter.....2-7745

Telephone men in all parts of the Bell System have had long experience in working together. Tools, equipment, methods of tackling the job and the "language of the business" are the same north or south, east or west. This nationwide unity of method and spirit means a telephone service of the utmost dependability.

A Modern & Complete Veterinary Service

**Large & Small Animal Hospital
Diagnostic Laboratory**

ANIMAL PATIENTS
Treated In the Hospital
On the Ranch or in the Home
Doctor in Attendance
Or On Call 24-Hours a Day
For Emergency Cases

- 16 Spacious Stalls With Paddocks
- 100 Air Conditioned Kennels
- Separate Isolation Ward
- Germicidal Lamps Throughout
- X-Ray & Fluoroscope
- Thermostatic Temperature Control

SERUMS - VACCINES - DRUGS FOR ALL LIVESTOCK & POULTRY
Dog & Cat Remedies Including Dietary Needs

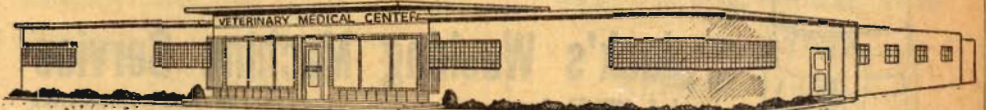
DAY OR NIGHT (Toll) Call "Operator" for **TURLOCK 1567**

San Joaquin Valley's

VETERINARY MEDICAL CENTER

DR. R. L. COLLINSON

DR. I. N. BOHLENDER



S. 99 Hwy. - 400 Yds. South of Overpass

Turlock

**WHY SOME TELEPHONES
REPORT busy!**



Conversation finished but receiver left "off the hook" —forgotten.



Books, ash trays, ornaments can keep it "off the hook" too.

For full use of your telephone, please keep your instrument "hung up"—ready for service.

STOCKTON VETERINARY SUPPLY CO.

DR. F. H. SAUNDERS, Prop.



SUPPLIES FOR ALL LIVESTOCK INCLUDING DOGS & CATS

Serums - Vaccines - Drugs
INSTRUMENTS & SYRINGES

Everything for
**HORSES • CATTLE • SHEEP
HOGS & POULTRY**

Distributors for
Cutter and Lederle
Laboratories
VETERINARY PRODUCTS

Dairy Supplies
Dog & Cat Remedies



4-4521

SEE YOUR DRUGGIST OR MAIL DIRECT
Mail Orders Given Prompt Attention

336 E. LAFAYETTE STOCKTON

Maytag



Thor



EASY



Washing Machine Sales & Service

WE REPAIR ALL MAKES
FACTORY AUTHORIZED SALES, SERVICE & PARTS

Maytag

MAYTAG, EASY, APEX, LITTLE GIANT TRAY WASHER, THOR WASHERS and IRONERS
PARTS & WRINGER ROLLS — ALL MAKES
General Electric Genuine Parts & Repairs

All Work Guaranteed
Come in and See the New Thor and Easy Automatic Washers

MAYTAG
DUTCH OVEN
GAS RANGES

Dial
3-2465

PACKARD-BELL
RADIOS

Jack's Washing Machine Service

J. F. MILLER, Prop.

24 YEARS EXPERIENCE

148 S. Calif. — Corner of Washington

WASHING MACHINE REPAIRS

FACTORY AUTHORIZED SALES & SERVICE

Maytag

EASY

MAYTAG
DUTCH OVEN
GAS RANGES

Parts & Repairs - All Makes
KENMORE

APEX
EASY

THOR
CONLON

BENDIX
SPEED QUEEN
WARD WAY

SERVICE FOR ALL MAKES

ALL WORK GUARANTEED

PICK-UP &

2-1239

DELIVERY
SERVICE

Roy Lucken Washing Machines

FREE
ESTIMATES

Sales & Service

18 YEARS
EXPERIENCE

332 E. CHANNEL STREET

Warehouses—Public

Anderson Cartage & Warehouse Co
419 S Aurora..... 2-6502
Delta Warehouse Co 833 W Weber..... 2-7283
GRAINGER L E WAREHOUSE CO
420 S Lincoln..... 2-5887
H & A Warehouse Bowman..... 3-2545
HASLETT WAREHOUSE CO
El Dorado & Channel..... 4-4617
LYNG ED J WAREHOUSE
Coldwell & 99 Hwy Modesto
(Toll) Call "Operator" for..... Modesto 3322
Pac Storage Company 517 N Hunter..... 2-5208
PIONEER TRANSFER & STORAGE CO
748 S Union..... 9-9015
Santa Fe Warehouse W Weber..... 5-5703
Weesner C L 119 W Weber..... 2-2276
Western Pac Wharf Whse Pershing & Weber..... 6-6581

Warehousing—Field

Lawrence Warehouse Company
11 S Sn Joaquin..... 2-1465

Washing Machines—Dealers

ABC HOME-LAUNDRY EQUIPMENT

For nearly a half century—
Our slogan is

"AMERICA'S
LEADING
WASHERS AND
IRONERS"



Precision Built

"WHERE TO BUY IT"

HAMMOND E O 110 N California..... 4-4332

APEX WASHING MACHINES—

JACK'S WASHING MACHINE SERVICE
148 S California..... 3-2465

BENDIX AUTOMATIC HOME LAUNDRY

The one-and-only
BENDIX washes, rinses and
damp-dries your clothes—all
automatically. To see a demon-
stration phone one of the Dealers
listed below.



"WHERE TO BUY IT"

BREUNER JOHN CO 607 E Main..... 5-5941
CORREN M & SONS 148 S Sn Joaquin..... 6-6711
MALLET MUSIC CO 30 N Sutter..... 2-6767
SCHWILL OTTO 2301 Pacific Av..... 2-3553
TURNER HARDWARE CO
American & Weber..... 4-4651

BLACKSTONE HOME LAUNDRY EQUIPMENT

Sales and authorized
service for BLACKSTONE
automatic and wringer
WASHERS, IRONERS
AND DRYERS.



"WHERE TO BUY IT"

BRANCH OFFICE

BLACKSTONE CORP 1355 Market S F
(Toll) Call "Operator" for..... Market 5037

DEALER

BREUNER JOHN CO 607 E Main..... 5-5941

CALIF ELECTRICAL APPLIANCES

32 S California..... 3-3888
(See Advertisement Opposite Page)

DEXTER WASHING MACHINES—

AETNA APPLIANCE CO
332 N California..... 3-4312
RADIO BILL 420 E Charter..... 7-7524

Dohrmann's 44 N Sn Joaquin..... 4-4541

DORSETT & WINANS APPLIANCES
2432 E Main..... 2-2189

(Continued Next Page)

We hope that you enjoy our radio program, "The Telephone Hour," which is produced weekly for your pleasure and enjoyment — N.B.C., Monday evenings.

**Washing Machines—Dealers—
(Cont'd)**

EASY HOME LAUNDRY EQUIPMENT

All DEALERS listed below are authorized to sell and service Easy Washers and Ironers. You are sure of genuine Easy Parts from these dealers.



"WHERE TO BUY IT"

WHOLESALE PARTS

Al Bedard's Parts Supply
1626 North C Sacramento
(Toll)
Call "Operator" for... Sacramento 2-2662

DEALERS

BREUNER JOHN CO 607 E Main..... 5-5941
EAGLE FURNITURE CO
46 N California..... 2-7273
**LUCKEN ROY WASHING MACHINE
SALES & SERVICE** 332 E Channel... 2-1239
MAYTAG AUTHORIZED AGENCY
148 S California..... 3-2465
SCHWILL OTTO 2301 Pacific Av..... 2-3553

GENERAL ELECTRIC LAUNDRY EQUIPMENT

For "Quick-Clean Washing" — famous One-Control Wringer Washers, with gentle, thorough washing action. All-Automatic Washers, with revolutionary General Electric improvements. Automatic Dryers, Ironers.



"WHERE TO CALL"

SALES DEALERS

BREUNER JOHN CO 607 E Main..... 5-5941
SATTUI GUIDO A 524 E Weber..... 2-4713
SIMPSON'S G E APPLIANCE CO
330 E Weber..... 9-9069

HAMMOND E O 110 N California..... 4-4332
(See Advertisement This Page)

HILEMAN ELECTRIC APPLIANCE
831 E Main..... 2-2201
Jack's Washing Machine Service
148 S California..... 3-2465

LAUNDERALL AUTOMATIC HOME LAUNDRY

See your Launderall dealer for this completely automatic home laundry. Five new features: Top-fill Dor, Re-Verso-Rol washing action, Roto-Drier, Hydro-Pel Transmission, console cabinet.



"WHERE TO BUY IT"

DISTRIBUTOR

MCCORMACK & CO 450-9th S F
(Toll) Call "Operator" for... Underhill 8408

DEALERS

BOSS APPLIANCE 1305 Buena Vsta... 2-4168
GROGAN'S HOME APPLIANCES
1439 N El Dorado..... 3-5036

LITTLE GIANT TRAY WASHERS—

HAMMOND E O 110 N California..... 4-4332
JACK'S WASHING MACHINE SERVICE
148 S California..... 3-2465
**LUCKEN ROY WASHING MACHINE
SALES & SERVICE** 332 E Channel... 2-1239
MALLET MUSIC CO 30 N Sutter..... 2-6767

MALLET MUSIC CO 30 N Sutter..... 2-6767
Maytag Authorized Agency 148 S California... 3-2465

The instruction pages of the telephone directory are of real help... telling how to make the best use of the dial telephone.

A Directory Advertising Representative will be glad to help you prepare a Classified Directory advertisement that should be most profitable. You can reach him by calling the business office of the telephone company.

MAYTAG FACTORY AUTHORIZED SALES AND SERVICE

Protect your Maytag by having it repaired and serviced by factory authorized service men, using genuine Maytag parts. The following are factory authorized Sales & Service Dealers.



"WHERE TO BUY IT"

CALIF ELECTRICAL APPLIANCES
32 S California..... 3-3888
JACK'S WASHING MACHINE SERVICE
148 S California..... 3-2465
**LUCKEN ROY WASHING MACHINE SALES
& SERVICE** 332 E Channel... 2-1239
SATTUI GUIDO A 524 E Weber..... 2-4713
STOCKTON REFRIGERATION
2153 E Main..... 6-6109

MAZZERA ELECTRIC CO 124 N Wilson Wy... 6-6314
501 N Baker..... 3-1361
MOREING'S 926 N Yosemite..... 4-4853

NORGE RO-TA-TOR WASHERS

Clothes last longer washed in a Norge. For authorized sales, service, Norge Ro-ta-tor Washers, Rollator Refrigerator, Electric Range, Home Freezer, Gas Range, Home Heater, see below.



"WHERE TO CALL"

BOSS APPLIANCE 1305 Buena Vsta... 2-4168

PAC AVENUE APPLIANCES
1829 Pacific Av..... 2-6119
Sattui Guido A 524 E Weber... 2-4713
(See Advertisement This Page)

STOCKTON WASHING MACHINE SERVICE
220 N Wilson..... 3-4522
(Continued Next Page)

Hear many of the world's outstanding musical artists on the Telephone Hour—N.B.C., Monday nights.



Authorized SALES and SERVICE

DIAL 2-4713

Repairs and Parts ALL MAKES

GUIDO A. SATTUI

524 E. Weber Stockton

BENDIX AUTHORIZED SERVICE



REPAIRING and INSTALLING

WE ALSO REPAIR

OTHER MAKES

OTTO SCHWILL

2301 Pacific Ave. 2-3553

CALIFORNIA ELECTRICAL APPLIANCES

Sales & Service

32 S. California St.

PHONE 3-3888



WASHING MACHINES
IRONERS - TOASTERS
RADIOS - FANS
REFRIGERATORS
VACUUM CLEANERS
RANGES - HEATERS

We Have All of the Best Trade Names

GUARANTEED REPAIR SERVICE

By **FACTORY TRAINED MECHANICS**



SALES and SERVICE

PREMIER AND ROYAL VACUUM CLEANERS

Authorized Dealer



LITTLE GIANT Tray Washers

WRINGER ROLLS AND PARTS

We Repair All Makes

E. O. HAMMOND

Since 1921

Dial 4-4332

110 N. CALIFORNIA ST.

WASHING MACHINES

All Makes

REPAIRED

- Dexter
- Easy
- Little Giant
- Apex
- Conlon
- Thor
- Etc.



DEXTER

Sales & Service

WRINGER ROLLS
"IN TEN MINUTES"
Parts for All Makes

AETNA APPLIANCE CO.

HENRY KONECHNEY, Owner

Phone 3-4312

332 N. CALIFORNIA



Maytag

AUTHORIZED AGENCY

SALES AND SERVICE

DIAL
3-2465

148 S. CALIF.

JACK'S WASHING MACHINE SERVICE

AL'S WASHING MACHINES

Sales & Service

ALL MAKES

Parts Over the Counter
MAYTAG - EASY - THOR - APEX
AIC
LITTLE GIANT TRAY WASHER
PICK-UP & DELIVERY
Free Estimates
All Work Guaranteed
Also Radio Servicing



Dial 2-2286

AL'S WASHER SERVICE

1901 E. MAIN

Washing Machines—Dealers—(Cont'd)

THOR WASHING MACHINES—

JACK'S WASHING MACHINE SERVICE
148 S. California.....3-2465

Turner Hardware Co American & Weber....4-4651

WESTINGHOUSE PRODUCTS

Look On "E" Pages Under
"Electric Appliances—Household, Retail"

Washing Machines—Parts & Supplies

Al Bedard's Parts Supply
Belts-Fill Hose-Rolls-Parts All Makes
Genuine-Conlon-Easy-Horton-Thor-Universal
1626 North C Sacramento
(Toll) Call "Operator" for . Sacramento 2-2662

ELECTRICAL APPLIANCE SERVICE CO OF S F

100,000 PARTS IN STOCK - ALL MAKES
OFFICIAL FACTORY PARTS & SERVICE
Easy - Conlin - Apex - Horton - Thor
Amer. Beauty - Barton - Lovell - 1900
Blackstone - Ironrite - Speedqueen - Etc.
ORDERS SHIPPED DAY RECEIVED
236 Harriet St San Francisco
(Toll) Call "Operator" for . . . Hemlock 7390

Washing Machines—Repairing

Aetna Appliance Co 332 N. California.....3-4312
(See Advertisement This Page)

AL'S WASHER SERVICE 1901 E. Main.....2-2286
(See Advertisement This Page)

BENDIX AUTOMATIC HOME LAUNDRY—
SCHWILL OTTO 2301 Pacific Av.....2-3553

HAMMOND E O 110 N. California.....4-4332

JACK'S WASHING MACHINE SERVICE
148 S. California.....3-2465
(See Advertisement Page 222)

KENMORE WASHING MACHINE SERVICE—
SEARS ROEBUCK & CO Park & Aurora.....4-4751

LUCKEN ROY WASHING MACHINE
SALES & SERVICE 332 E. Chaynell.....2-1239
(See Advertisement Page 222)

MAYTAG AUTHORIZED AGENCY
148 S. California.....3-2465
(See Advertisement This Page)

MITCHELL AND CO 331 S. Center.....3-4163
Pac Avenue Appliances 1829 Pacific Av.....2-6119
(See Advertisement This Page)

SEARS ROEBUCK & CO Park & Aurora.....4-4751
Schwill Otto 2301 Pacific Av.....2-3553
(See Advertisement Preceding Page)

STOCKTON WASHING MACHINE SERVICE
220 N. Wilson Wy.....3-4522

SUDDUTH REFRIGERATION SERVICE
2072 E. 5th.....2-3310

THOMAS JOSEPH F 220 N. Wilson Wy...3-4522

Services of all kinds, including dozens that you ordinarily never think about, are listed conveniently in the Classified Telephone Directory.

WASHING MACHINES

Sales & Repairs
ON ALL MAKES

MAYTAG - HAGG
EASY - BARTON
APEX - 1900

Wringer Rolls & Parts for All Makes

For Free Pick-up & Estimates Call

PACIFIC AVENUE APPLIANCES

Next to Stockton Theatre

PHONE

2-6119

1829 PACIFIC AVE.

If It Can Be Fixed We'll Fix It

Washing Machines—Repairing—(Cont'd)

WILLIES SHOP

WASHING MACHINES REPAIRED
Parts & Supplies For All Makes
ALL WORK GUARANTEED
PROMPT SERVICE
PICK UP & DELIVERY

3827 E. Main.....5-5440

Washing Machines—Whse

Powell H Ray 1170 W. Walnut.....9-9205

Watches

WAR SURPLUS 1101 W. Fremont.....2-7362

Watches—Repairing

BALKWILL JR 1st National Bank Bldg....6-6403

BEERS WM W

WATCH & CLOCK REPAIRING

MASTER CRAFTSMANSHIP
Assisted by Ultra-Modern Instruments
Including Watchmaster Timing Machine
JEWELRY — GIFTS — DIAMONDS

2047 Pacific Av.....2-2443

BROWN'S JEWELRY 212 S. California.....2-0164
Goodman Louis 218 E. Main.....3-2174

HARRY'S JEWELERS

Expert Swiss & American

WATCH REPAIRING

Speedy Service - Low Prices
ESTIMATES GIVEN FREELY

31 N. California.....3-0437

Heininger Chas R Bank of America Bldg....3-5053
KUECHLER'S JEWELERS 447 E. Main.....5-5859

L & L Jewelers 115 S. El Dorado.....9-9458
PESCE & CO 124 E. Main.....5-5312
(See Advertisement This Page)

ROGERS JEWELRY CO 401 E. Main.....5-5510

SHERMAN RALPH K
Repair of Swiss & American
Plain & Complicated Watches
Bank of America Bldg.....2-1770

SIMPSON JEWELRY CO

EXPERT

WATCH REPAIRING

ALSO

EXCLUSIVE JEWELRY CREATIONS

Designed Especially For Simpson's

8 S. Sutter.....9-9228

Smith's Jewelry Store 16 N. American.....3-0924
TENSHIN-DO JEWELER

445 W. Washington.....3-4901
Warboys Watch Repair 521 N. Shasta.....3-5516

WATCH REPAIRING

Our repair shop is under supervision of Mr. J. B. Pesce, who since 1923 has been certified as a watchmaker by the Horological Institute of America, with headquarters in Washington, D. C. He is one of the first watchmakers in San Joaquin County to have acquired this distinction.

We always have several watchmakers and a manufacturing jeweler on duty.

ALL MODERN ELECTRICAL
TESTING & TIMING MACHINES

PESCE & CO.

"JEWELERS"

Phone 5-5312

124 E. MAIN

Open Evenings Till Ten

Water Analysis—See Chemists

Water Companies—Bottled

CRYSTAL WATER & FILTER CO
4339 E Main.....9-9354
(See Advertisement This Page)
DUPLEX FILTER & WATER CO
1029 W Fremont.....3-4787
(See Advertisement This Page)

Water Companies—Public Utility

Calif Water Service Co 102 N California.....8-8971
East Bay Municipal Utility District Patrolman
Brookside Rd.....2-2927

Water Coolers & Fountains

CHRYSLER AIRTEMP WATER COOLERS—
ALL WEATHER CONTROL INC
1220 N Union.....2-4470

CRYSTAL WATER & FILTER CO
4339 E Main.....9-9354

FRIGIDAIRE WATER COOLERS

Frigidaire's complete line of water cooling equipment meets every need in factories, offices, stores, restaurants—wherever refreshing, cooled-water is required. See Frigidaire before you buy.



"WHERE TO CALL"

SALES & SERVICE DEALERS

ECCLES C R & CO 2259 S El Dorado... 2-8968

GENERAL ELECTRIC WATER COOLERS

A complete line of mechanical water coolers to meet industrial and commercial requirements. Pressure and bottle types. General Electric designed and built.



"WHERE TO CALL"

KOCH HARRY INC 742 E Charter Wy... 2-8971

Water Filters—See Filters

Water Heaters—Dealers

ARROW PLUMBING CO

SPECIALIZING
HOYT — DAY & NIGHT
WATER HEATERS

SALES & SERVICE

"See Our Adv. Under Plumbers"

23 E Poplar.....5-5229

CALIF PLUMBING CO 525 E Harding Wy...2-7876

CHRYSLER AIRTEMP WATER HEATERS—
ALL WEATHER CONTROL INC
1220 N Union.....2-4470

DELTA HARDWARE & SUPPLIES
4415 E Main.....3-1951

FRIGIDAIRE ELECTRIC WATER HEATERS

Frigidaire automatic water heaters—with exclusive Radiantube heating units—provide clean, temperature-controlled hot water at low cost... Safe, efficient, dependable. See Frigidaire before you buy.



"WHERE TO CALL"

SALES DEALERS

BREUNER JOHN CO 607 E Main.....5-5941

SALES & SERVICE DEALERS

ECCLES C R & CO 2259 S El Dorado... 2-8968

GROGAN'S HOME APPLIANCES
1439 N El Dorado...3-5036
LYONS EDW P CO 1625 E Main...2-0524
SIMPSON'S G E APPLIANCE CO
330 E Weber...9-9069

CRYSTAL WATER & FILTER CO.

DIAL
9-9354



WATER SERVICE TO HOME - OFFICE - FACTORY

STERILIZED BOTTLES
Equipment Loaned Free

BOTTLED & BULK DELIVERIES
Wholesale & Retail

REFRIGERATED WATER COOLERS AND FOUNTAINS

Sales & Rentals

PAPER CUPS

Distributors for

CALSO & SHASTA WATER

4339 E. Main St. Stockton

L. LAAM & A. COOPER

Duplex Filter & Water Co.

AERATED DISTILLED AND REFRESHING Duplex Drinking Water

DIAL
3-4787

Electric & Ice Type WATER COOLERS
1029 W. Fremont



REPAIR SERVICE

When one of the many household articles gets out of order, you will find a repair service quickly and easily when you

LOOK IN THE

Classified
TELEPHONE SECTION

Water Heaters—Repairing

Whitie's Plumbing Serv 2449 Mistletoe Av...7-7161

Water Softening Equipment

FAIRBANKS-MORSE WATER SOFTENERS—
BOWLES W E 617 E Miner...2-8872

P D Q COMPANY 426 E Park...3-0829
(See Advertisement This Page)

RED JACKET WATER SOFTENERS—
SCHWILL OTTO 2301 Pacific Av...2-3553

STOCKTON WASHING MACHINE SERVICE
Authorized Stover Dealer
220 N Wilson Wy...3-4522
THOMAS JOSEPH F 220 N Wilson Wy...3-4522
(See Advertisement This Page)

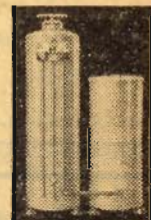
You can find out "Where To Buy It" by looking in the Yellow Pages.

Enjoy **SOFT WATER**
All around the House

In kitchen, laundry, bathroom—wherever water is used—soft water saves work, saves time, saves money. Makes household tasks easier. Saves soap, clothing, fuel, costly plumbing repairs. Keeps hands soft and smooth. Wonderful for bath and shampoo.

Own Your Own Softener

A new Stover Water Softener soon pays for itself in savings. Just a few minutes' attention a month keeps it working for you day and night—provides all the soft water you can use. Quickly installed in your home. Come in now—for full details.



Stover Water Softener

Pioneer and Pacemaker Since 1924

Water Conditioning Headquarters
Salt & Service for All Types of Water Softeners

WE HAVE BULK ZEOLITE

JOSEPH F. THOMAS

Dial 3-4522

220 N. WILSON WAY

AVAILABLE NOW!

Fully Electric

PERMUTIT

The Home Appliance That Turns Hard Water Into **SOFT WATER**

MORE COMFORT & CLEANLINESS
LESS HOUSEWORK! ACT NOW!

P-D-Q COMPANY

426 E. PARK
After June 1st - 2359 Waterloo Rd. **3-0829**





American INSULATION Service INC.

WHY LET COLD, HEAT, RAIN OR DUST INTO YOUR HOME WHEN YOU CAN KEEP IT OUT WITH

WEATHER STRIPPING

INDUSTRIAL · COMMERCIAL · RESIDENTIAL
All Metal Weather Stripping, Insulation, Calking

204 NORTH E STREET

Call

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WIND

COLD

RAIN

DUST



WEATHERSTRIPPING

**KEEPS OUT DIRT,
STOPS DRAFTS...**

**ALL KINDS DOORS
WINDOWS ETC.**

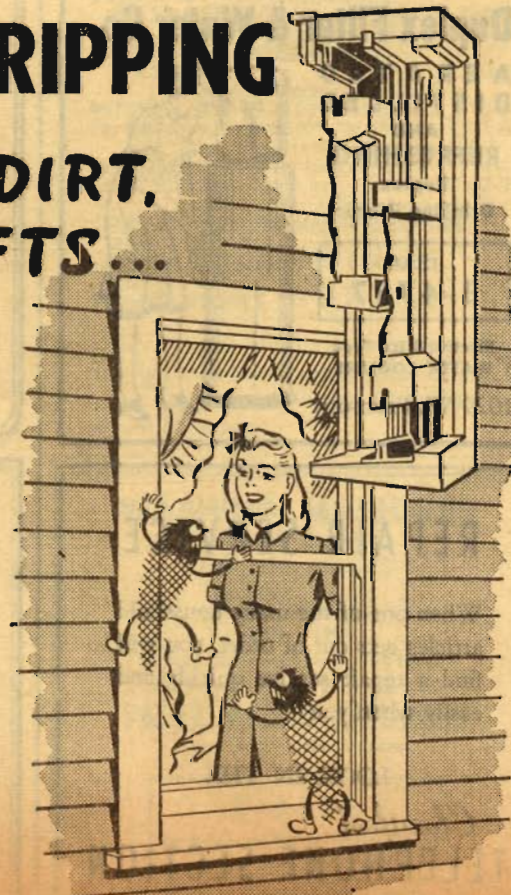
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PHONE
2-8893

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INSULATION CO.

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Water Supply Systems

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MANUFACTURES
AUTOMATIC WATER CONTROL
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(Toll) Call "Operator" for. Sutter 8688

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"THE PUMP MAN"

Formerly Geo. Bumgardner Well Drilling

WATER WELL

BORING & DRILLING

PUMP

SALES & MAINTENANCE

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2000 E Charter. 2-5597

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Webco Drilling Co 617 E Miner. 2-8872

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(See Advertisement This Page)

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(See Advertisement This Page)

Weed Control Chemicals

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- WEED CONTROL SERVICE**
 3622 Sierra Madre.....2-7210
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Weed Exterminating—See Exterminating

Welding

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- ASSOCIATED WELDING WORKS**
 129 Steamboat Levee.....2-5343
 (See Advertisement This Page)
- AURORA WELDING & TANK WORKS INC**
 816 E Hazelton.....7-7949
 (See Advertisement Following Page)
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Metallock Casting Repairs
 We Repair All Kinds of Cracked Castings,
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 210 N American.....2-7732

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 1900 N Wilson Wy.....3-2387
- Best Welding Works 2343 Mistletoe Av.....3-0736
- Calweld Co 800 S Ophir.....6-6838
- DELTA TRAILER & WELDING CO**
 1533 Waterloo Rd.....2-4571
- DON'S DEPENDABLE WELDING & MACHINE
 WORKS** 520 S Wilson Wy.....9-9486
- FARNHAM & SCOTT WELDING SHOP**
 1700 E Pinchot.....9-9363
- GENERAL WELDING WORKS** Tracy.....3-2511
 (See Advertisement Following Page)
- Goodin Claude French Camp Rd.....2-1986
 (See Advertisement Following Page)
- HAHN & MEHRTEN** 411 S Aurora.....2-0211
 (Continued Next Page)

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

*To Find Someone
 IN YOUR NEIGHBORHOOD
 WHO SELLS IT*

Looking for someone close by who sells or has a service you want will be easy when you

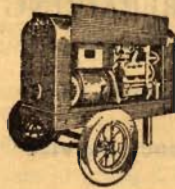
LOOK IN THE

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WELDING - TRAILERS

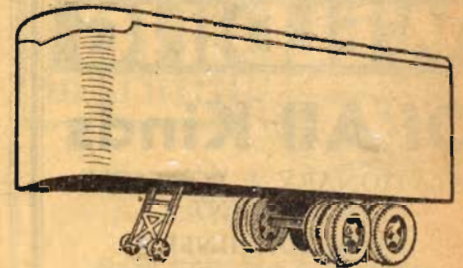
PORTABLE
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 WE GO ANYWHERE

SEMI & PULL
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STOCKTON

WELDING

Electric & Acetylene

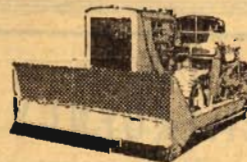
Specializing in Heavy Duty Welding

Trailers Built to Order



SEMI-TRAILERS - PULL TRAILERS
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- Routers
- Load Binders
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DIAL 3-2460

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 If no answer call 2-2215

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STOCKTON

ASSOCIATED WELDING WORKS WELDING

ELECTRIC & ACETYLENE



Stockton

2-5343

COMPLETE WELDING SERVICE
 PORTABLE EQUIPMENT

Estimating • Contracting
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Specializing in
CRACKED VALVE SEATS

Dial
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129 STEAMBOAT LEVEE
 One Block Southwest of Civic Auditorium



WELDING

Of All Kinds

STATIONARY & PORTABLE
EQUIPMENT

FARM MACHINERY

All Work Guaranteed

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at San Joaquin Bridge

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Electric & Acetylene

STEEL PLATE FABRICATORS
TANKS FOR ALL PURPOSES

Gasoline - Diesel - Butane
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Storage, Etc.

Gasoline and Butane Transport Tanks

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Welding & Tank Works Inc.

816 E. Hazelton Ave.
G. M. & R. J. HANSON, Props.



PRECISION WELDING

Specializing in

Aluminum & Pot Metal Welding
Brazing & Silver Soldering
High Speed Steel Cutter Reclaimed

NORRIS WELDING SHOP

Dial 2-0384

1019 SCHOOL



WELDING

GENERAL WELDING

FARM

MACHINERY REPAIRING

CUSTOM-BUILT

EQUIPMENT

24-Hour Emergency Service

Dial 2-1986

CLAUDE GOODIN

1 Mile East of French Camp On
FRENCH CAMP ROAD
NEAR SHARP'S LANE



ELECTRIC & ACETYLENE GENERAL SHOP WORK

Equipment for Outside Work

Tanks Manufactured for Every Need

Propane - Gasoline - Diesel - Air - Storage, Etc.
Ornamental Iron Work

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Two Locations

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STOCKTON

When an EMERGENCY ARISES

The convenient and quick way to
locate someone in the immediate
neighborhood is to

LOOK IN THE
Classified
**TELEPHONE
SECTION**

Tells "Where To Buy It"

Welding-(Cont'd)

INDUSTRIAL ENGINEERING & WELDING CO

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AGRICULTURAL EQUIPMENT

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E. A. SMALLEY

W Charter.....2-8321

Inland Welding Shop 2717 E Marsh.....3-2460
(See Advertisement Preceding Page)

Island Iron Works 11 Turnpike Rd.....3-4130

J & D WELDING WORKS 2379 E Willow.....3-1602

Jack & Fran's E Fremont.....3-2226

Jack Tone Welding Shop Jack Tone Rd.....2-5920

McFadden H L Welding Service.....2-4250

2730 E Florida Av.....2-0384

Norris Welding Shop 1019 School.....2-0384

(See Advertisement This Page)

O K WELDING SHOP 235 N Sierra Nevada.....2-2268

(See Advertisement Preceding Page)

PACIFIC BOILER TANK & PLATE CO.....2-6447

47 N Grant.....2-0663

Quality Trailers & Welding Wks.....2-0663

1000 S Aurora.....2-0663

SANTA FE WELDERY.....8-8317

Bernie Yettner Prop.....2-0363

643 S El Dorado.....2-1116

SEILER IRON WORKS 945 S Pilgrim.....4-4021

SHASTA GARAGE 610 N Shasta.....3-4501

SHAW J S CO 5681 E Marsh.....7-7091

STOCKTON EQUIPMENT CO.....3-4501

100 W Fremont.....7-7091

STOCKTON IRON WKS Harrison & Lindsay.....3-0144

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MANUFACTURERS OF

FARM MACHINERY and

SPECIAL EQUIPMENT

Steel Fabricating - Forming & Rolling

Welding of All Kinds

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Linden Rd.....3-0144

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Tanks-Pipe-Structural Steel Repair

Weber Point.....2-5409

SUDDUTH REFRIGERATION SERVICE

2072 E 5th.....2-3310

THIEL BROS

Formerly Fremont Welding Works

1506 E Miner.....8-8775

(See Advertisement This Page)

Union Welding Works 534 S Grant.....8-8792

VALLEY PIPE CO 2606 N Wilson.....3-2416

VALLEY STEEL & WELDING WKS.....7-7295

935 E Scotts Av.....7-7295

Welding Equipment & Supplies

Calif Oxygen Co Scotts Av & Union.....5-5112

HICKINBOTHAM BROS LTD.....4-4833

536 S Aurora.....4-4833

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HOBERT WELDER SALES & SERVICE

276-11th S F.....Hemlock 1029

(Toll) Call "Operator" for.....Hemlock 1029

Hollup Div National Cylinder Gas Co

Pacific Coast 900 W Weber.....5-5873

Shober Sales Inc 733 S Van Buren.....5-5971

Radar ranks high in the top bracket of new instruments that brought victory to the Allies. It was developed through years of research and experiment, chiefly in the United States and Great Britain. Scientists of Bell Telephone Laboratories and workers of Western Electric Company developed and supplied our Government with more radar equipment than any other supplier.

Well Casings

WESTERN PIPE & STEEL CO OF CALIF
200 Bush S F
(Toll) Call "Operator" for Garfield 6788

Well Drilling

See Drilling Companies; Also Water Well Boring & Drilling

Wheel Aligning & Repairing

See Automobile Wheel, Axle & Frame Repairing

Wheel Chair Renting

ALL INVALID SERVICE 1432 N El Dorado . . . 7-7570

People can't reach you by telephone when the instrument is left "off the hook". Your line is "busy" to anyone calling.

FRONTIERS
beyond

There are always new frontiers to telephone service, problems to be solved, improvements to be made, and there will always be Telephone Pioneers pushing on to new achievements.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Nationally Advertised Articles

can be traced to their

LOCAL DEALERS

by looking up

"WHERE TO BUY IT"

in the YELLOW PAGES

Wheels

ROLL-RITE WHEELS—
ROLL-RITE CORPORATION
Industrial Truck Wheel Mfrs
801 Jefferson Oakland
(Toll) Call "Operator" for Glencourt 5921

STOCKTON WHEEL SERVICE

WHEELS - RIMS - PARTS
For Trucks - Cars & Tractors
TRAILER AXLES - BRAKE DRUMS
WHEEL REPAIRING
Tire Tools - Trailer Parts
246 W Fremont 3-3658

Whist Clubs—See Clubs

Whitewashing

Glenn Whitewashing Co 2431 S Monroe . . . 3-0532
Morris C H Wait & Odell 3-1224

Wicker Furniture—See Furniture Headings

Winches

See also Hoisting & Rigging Equipment
Pan-Pacific Metal Products Inc
201 Nevin Av Richmond
(Toll) Call "Operator" for Richmond 1505

Window Cleaners

AMER WINDOW CLNG & JANITOR SERVICE
Farmington Rd 5-5484
STOCKTON WINDOW CLEANING
606 E Market 2-3604
(See Advertisement This Page)

Window Shades—Retail

FAIR OAKS LINOLEUM SHOP
2388 E Main 2-1257

MANTHEY BROS

Established in Stockton Since 1892
Manufacturers of All Kinds of
WINDOW SHADES
FREE ESTIMATES
Venetian Blinds — Awnings
For School and Public Institutions
420 N California 8-8911

Modern Blind Co 225 S Locust 3-1710
Pacific Carpet & Awning Co
328 S California 2-7971
Stockton Linoleum Co 1952 N Wilson Wy . . . 3-4516
VALLEY SHADE SHOP 36 S American . . . 2-5778
(See Advertisement This Page)

Windows—Metal

KYLE & COMPANY

STEEL WINDOWS
For
Factories and Residences
STEEL DOORS
Of All Types
348 N Harrison 7-7831

Windows—Wood

See Millwork; Also Building Materials

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

STOCKTON WINDOW CLEANING

GENERAL JANITOR WORK

24 YEARS EXPERIENCE



*I Specialize in
Cleaning Walls,
Ceilings and Kitchens*

Floor Cleaning & Waxing

FREE ESTIMATES

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Residence Phone 8-8132
Or Phone 2-7170

606 E. MARKET ST.

WINDOW SHADES & VENETIAN BLINDS

Made to Order

Complete Repair Service
USE YOUR OLD ROLLERS AND SAVE
FREE ESTIMATES & DELIVERY

Dial 2-5778

Valley Shade Shop

36 S. AMERICAN ST.

TO BE HEARD
clearly

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ROYAL HOST WINES

Fine Quality

WINES & BEERS
CANDIES - TOBACCOS - NOVELTIES

PHONE 2-8102

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831-837 S. CENTER STREET

IMPERIAL STOCK



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BOTTLED BY PETRI WINERY IN CALIFORNIA

Rishwain Distributing Co.

949 E. Main Dial 9-9067

CAL-HI BEVERAGE CO.

THE
**FAMOUS
GALLO &
BERINGER
WINES**



Phone

3-5637 or 2-5730

1020 E. CHURCH

QUALITY Distributing Co.

A Select Stock of Imported Wines

Distributors of
FRANZIA WINES

2-4293

3-1395

31 S. AURORA

STOCKTON

Wineries

COLUMBRO WINERY & DISTILLERY
1908 E Fremont.....3-0921

VILLAGE WINERY INC
PRODUCERS OF QUALITY
WINES and BRANDIES
Old Village Brand
105 W Monterey.....3-0287

Wines-Retail

COSTA ERNEST D 28 W Main.....2-1663

MARCH'S LIQUOR STORES
FULL LINE OF
WINES - LIQUORS - BEERS
Open Sundays & Holidays
FREE DELIVERY
Store No 1 - 112 E Weber.....5-5523
Store No 2 - 43 W Harding.....9-9162

Wines-Whse

BERBERIAN BROS 142 S Aurora.....7-7928

BERINGER BROS WINES--
CAL-HI BEVERAGE CO 1020 E Church...3-5637

CAL-HI BEVERAGE CO 1020 E Church...3-5637
(See Advertisement This Page)

COLUMBRO WINERY & DISTILLERY
1908 E Fremont.....3-0921
(See Advertisement This Page)

CONCANNON WINES--
BEACON DISTRNG CO 229 W Weber...6-6787

Costa Ernest D 28 W Main.....2-1663

FI WINES--
BEACON DISTRNG CO 229 W Weber...6-6787

Gallo Wine Agcy 1020 E Church.....2-5730

GALLO WINES--
CAL-HI BEVERAGE CO 1020 E Church...3-5637

HART ALFRED DISTILLERIES INC THE
525 E Channel.....8-8681
Inland Distributors 831 S Center.....2-8102
(See Advertisement This Page)

MAFFEI A & CO 419 W Main.....5-5813

QUALITY DISTRIBUTING CO
31 S Aurora.....2-4293
(See Advertisement This Page)

RISHWAIN DISTR CO 949 E Main.....9-9067
(See Advertisement This Page)

Torai Pete 31 S Aurora.....3-1395

VALLEY BEVERAGE CO 130 W Channel...4-4818
Wine Growers Guild 671 W Mariposa.....2-1185

The Classified Telephone Directory is your neighborhood and your city-wide buying guide. Plan your shopping by means of its useful pages.

COLUMBRO WINERY & DISTILLERY

VINO LATINO BRAND
A Product of California's
Sunny Vineyards

TABLE & DESSERT WINES

PHONE
Stockton 3-0921

1908 E. FREMONT

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INDUSTRIAL WIRE PRODUCTS CO
E. R. POTTER
MFRS. & DISTR. OF
WIRE & WIRE PRODUCTS
WIRE CLOTH
All Meshes - All Weaves - All Metals
WIRE GARMENT HANGERS
2417-17th St Francisco
(Toll) Call "Operator" for ...Underhill 3005

Wire-Electric

See Electric Equipment Headings; Also
Electric Supplies Headings

Wire Netting

PACIFIC COAST AGGREGATES INC
1020 E Main.....8-8643

Wire Products

KYLE & COMPANY
WIRE FENCING
CALVANIZED & ANNEALED WIRE
POULTRY NETTING
STUCCO NETTING - BARBED WIRE
BALE TIES - NAILS
348 N Harrison.....7-7831

Wire Resistance

See Electric Equipment Headings; Also
Electric Supplies Headings

Wire Rope

BETHLEHEM WIRE ROPE--
GUNTERT & ZIMMERMAN
Lindsay & Monroe.....5-5978

EAST BAY CABLE & REGIONAL RIGGING
Chokers-Supplies-Splicing
600 Addison Berkeley
(Toll) Call "Operator" for Berkeley 2513

HERCULES RED STRAND WIRE ROPE--
HICKINBOTHAM BROS LTD
536 S Aurora.....4-4833

Philpott George M Co 1160 Bryant S F
(Toll) Call "Operator" for Hemlock 5475

ROEBLING WIRE ROPE--
STOCKTON IRON WORKS
Harrison & Lindsay.....7-7091
If no answer call.....6-6869

TRU-LAY WIRE ROPE--
GEIGER IRON WORKS INC
Scotts Av & Union.....8-8916

UNITED SALES & SERVICE 1237 W Rose...3-0973

For full use of your telephone, please keep your instrument "hung up"—ready for service!

To Find an AUTHORIZED SALES AND SERVICE DEALER

When you want the "genuine" in a nationally-advertised product or service

LOOK IN THE YELLOW PAGES

They Tell "Where to Buy It"

Women's Wearing Apparel—Retail

- Alma & Eve's Shoppe 940 Waterloo.....3-0777
- Anita Shops 420 E Main.....6-6376
- CALIF APPAREL SHOPS**
- Women's-Children's & Infants' Wear
- 2345 Pacific Av.....3-3722
- Corbin Lucy Shoppe
- Women's Distinctive Wear
- 6 N Sutter.....9-9327
- D & D Dress Shoppe 1920 Pacific Av.....2-7126
- DONOVAN'S SMART SHOP**
- 30 S Sn Joaquin.....3-2135
- Eden Square Dress Shop
- Mrs E M McCandless—Owner
- 32 E Acacia.....2-5226
- Estrin's Style Shop 509 E Main.....2-5704
- Federal Stores 534 E Main.....9-9051
- FITZGERALD NELL CO**
- Blouses-Dresses-Suits-Coats
- 141 E Weber.....2-1525
- Knobby Sport Shop 2019 Pacific Av.....2-7190
- LEVINSON DAVID S 225 E Weber.....2-4772
- LUCY CORBIN SHOPPE 6 N Sutter.....9-9327
- Mode O'Day Frocks 441 E Main.....2-3617
- National Dollar Stores 417 E Main.....5-5163
- Sherman's 526 E Main.....2-3859
- Silva-Fox Apparel Shop 25 S California.....2-8833
- STERLING INC Main & Hunter.....8-8616
- STOCKTON BARGAIN SPOT 5 E Main.....2-5527
- TILTON'S 17 S California.....9-9781
- Weber Apparel 316 E Weber.....2-8989
- WONDER THE 340 E Main.....6-6871

For best results with your telephone—please make sure of the number (if in doubt, consult the Telephone Directory); then speak with lips close to the mouth-piece, using your natural tone of voice.

By keeping a list of frequently called numbers—you can save much time and effort. There is space for this purpose in the front of your Directory which you may find helpful.

Wood

- Franks Earl 806 N Hunter.....2-5592

GOLDEN PINE CO

ALL TYPES FIREWOOD
WHOLESALE & RETAIL
Distributors of
SHAVINGS & SAWDUST
Delivery Service
300 Mile Radius of Stockton
Clayton & Morefield.....2-0703

- Gulf Red Cedar Co Inc Wests Ln.....5-5866
- MAC ICE & FUEL 2451 E John.....6-6433
- Ollie's Wood Yard Clayton & McKinley.....2-1730
- Reliable Ice & Fuel Service 3342 E Main.....2-9785
- STOCKTON ICE & FUEL CO**
- 33 S El Dorado.....5-5847
- YOLLAND ICE & FUEL CO 830 S Calif.....6-6966

Wood Preservatives

- MCCORMICK & BAXTER CREOSOTING CO**
- Formerly Sunset Timber Preserving Co
- Washington & Pershing.....5-5768

Woodworkers

- See Also Cabinet Makers
- DELTA CABINET & SHOW CASE
- 1244 N Union.....5-5053
- JERRY'S CABINET SHOP 40 S Pilgrim.....2-4170

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? You can call the business office of the telephone company and ask for the Directory Advertising Representative. He can help you plan an effective message.

Woodworkers' Equipment & Supplies

EBY MACHINERY CO THE

WOODWORKING MACHINERY
NEW & USED — For
Planing Mills - Saw Mills - Box Factories
Furniture - Fixture - Cabinet Making, Etc.
2635 Peralta Oakland
(Toll) Call "Operator" for...Templebar 8687

- Idaco Engineering Co 3200 Peralta Oakland
(Toll) Call "Operator" for.....Piedmont 2261

MARWEDEL C W

- Everything For The Shop
- 246 E Miner.....7-7995

Wool

- GRAINGER LESTER E 420 S Lincoln.....2-5887
- Meder J R & Co 445 S Aurora.....2-2876

Wrecking—Automobile

See Automobile Wreckers

Wrecking Contractors

- Bill's Building Wrecking Co 4325 E Main...3-4772
- Johnson Walter W Co 2850 Mt Diablo.....2-6147
- Johnson Walter W Co 2850 Mt Diablo.....2-7717
- LEASE WRECKING CO 525 W Fremont...9-9183
- PACIFIC BOILER TANK & PLATE CO**
- 47 N Grant.....2-6447
- West Coast Building Wrecking Co
- 1341 S Aurora.....2-0803

Wrecking—Machinery

See Wrecking Contractors; Also Machinery—Used

X-Ray Laboratories

ACME X-RAY LABORATORIES

Medical & Dental
Portable Machine Available
James Cox, Radiographer
Bank of America Bldg.....7-7901
If no answer call.....2-4669

K & M MEDICAL & DENTAL X-RAY

RALPH J KUHN, R. T.
Practice limited to
MEDICAL & DENTAL X-RAY
Pelvimetry Equipment
Suite 301—11 S Sn Joaquin
Don Burton Bldg.....2-8789
If no answer call.....7-7440

Yeast

- Consumer's Yeast Co Distr 650 N Central...6-6393
- If no answer dial.....9-9086

FLEISCHMANN'S YEAST—

- STANDARD BRANDS INC
- 1010 N Wilson Wy.....2-8688

- Peerless Yeast Co 113 N Wilson Wy.....6-6201
- Standard Brands Inc 1010 N Wilson Wy...2-8688

Books, ash trays, ornaments can keep your telephone "off the hook." In that case it's "busy" to anyone who calls. Please keep objects from under your telephone.

If the telephone number at your residence is listed under another's name, frequently friends do not know how to reach you. For small cost you can have a separate listing in the Telephone Directory under your own name.

When the Need is
URGENT

You want to know these things about the concern you call: Hours of service, location, delivery, promptness of service, equipment, quality of service, reliability, years in business. Concerns mention these points in their advertisements in the Yellow Pages.

Look in the

Classified
TELEPHONE SECTION