




**WORTHINGTON
TURBINE PUMPS**

• Turbines designed for local conditions. Pressure systems for home or farm. Fully guaranteed. F. H. A. terms. Easy Payments. Well drilling, any size, anywhere. Service and repairs on all makes. Emergency Service. For free estimate call...

STOCKTON 7-7638

Walter G. Noack and Son

PUMPS

SINCE 1899
1255 N. SIERRA NEVADA • STOCKTON

Pumps—(Cont'd)
T & T PUMP & SUPPLY CO

Authorized Distributor for
SHASTA PRESSURE SYSTEM
Well Drilling & Service

3005 E Main.....3-0190

TOKHEIM GASOLINE PUMPS—
BENTON JACK 1204 E Main.....3-4266

TRACTOR SERVICE CO 922 E Scotts Av...2-4803
(See Advertisement Page 158)

WORTHINGTON INDUSTRIAL PUMPS—
GEIGER IRON WORKS INC
Scotts Av & Union.....8-8916

Pumps—Renting
PARRISH D A & SONS INC
Centrifugal & Sludge Pumps
3128 E Miner.....8-8597

Pumps—Repairing
MAIN ELECTRIC SERVICE 21 S Aurora...7-7947
STOCKTON ARMATURE & MOTOR WORKS
646 S California.....5-5993

Rabbits
Frozen Food Locker Co
Wholesale & Retail
625 E Weber.....5-5435
Holly Pride Rabbitry 3815 E Horner.....2-1644

Radiator Repairing—Automobile
See Automobile Radiator Repairing

Radiators—Cooling
QUALITY RADIATOR SHOP
208 N American.....3-1345

SUPER-HEX RADIATOR MFG CO
RADIATOR SPECIALISTS
Cleaning - Repairing - Rebuilding
Specialists in the Manufacture & Rebuilding
of Tractor, Truck and Industrial
Radiators
1515 E Fremont.....2-5683

VALLEY RADIATOR REPAIR
2910 Sanguinetti Ln.....2-3109

WESTERN RADIATOR SERVICE
A-1 RADIATOR MECHANICS
RECORING - REBUILDING
CLEANING EQUIPMENT
RADIATORS MANUFACTURED
20 Years in the Business
"The Right Man for the Job"
1405 E Weber.....3-1918

Radio Amplifiers
See Sound Systems & Equipment

Always

KEEP RECEIVER
ON THE HOOK

When you are through talking on the telephone, always see that you place the receiver back on the hook. Otherwise you may miss an important call.

THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY



PHONE
3-1368

For
LAYNE & BOWLER
Deep Well Turbines
SALES - SERVICE

Fred Hosie

527 N. WILSON WAY

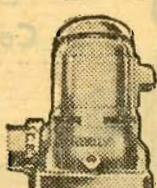
Repairs on All Makes
of Deep Well Turbines

BYRON
JACKSON
PUMPS

HILD ELECTRIC
& MFG. COMPANY

Dial 5-5791
125 W. Main St.

PUMPS



- Peerless Turbine
- Jacuzzi Pressure
- Myers Spray

WELL DRILLING
HARDWARE
DIAL 2-7676
Stowell Equip. Co.
2024 E. CHARTER WY.

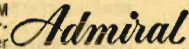
Radio Broadcasting Companies & Stations

- College of The Pacific Radio Station K C V N
N Pacific Av. 3-1449
- Corona Broadcasting Co
Commercial Advertising In Spanish
101 E Main. 2-1661
- K G D M PEPPER RADIO STATION**
5000 Watt Columbia Broadcasting System
519 E Market. 4-4551
- K W G Broadcasting Station Hotel Wolf. 5-5728
After 5 PM & Sun & holidays call. 2-0665
- K X O B BROADCASTING STATION**
1000 Watts Mutual Don Lee Network
2013 Pacific Av. 5-5896

Radio Dealers

ADMIRAL RADIOS

Admiral Radios and FM-AM Radio-Phonographs with "Miracle" automatic record changer and Magic Mirror TELEVISION OPTIONAL! Also Dual-Temp "No Defrosting" Refrigerators with built-in home freezer. Admiral Electric Ranges.



"AMERICA'S SMART SET"

"FOR INFORMATION CALL"

- CORREN M & SONS 136 S Sn Joaquin. .6-6711
- EAGLE FURN CO
46 N California. 9-9039
- MOREING'S 929 N Yosemite. 4-4853
- RADIO BILL 420 E Charter. 7-7524

AETNA APPLIANCE CO

RADIO REPAIRING

On All Makes

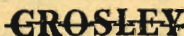
SEE US FOR YOUR NEW RADIO

332 N California. 3-4312

- Art's Radio Service 114 N Pilgrim. 6-6648
- BOSS APPLIANCE 133 N California. 2-6503
- BREUNER JOHN CO 607 E Main. 5-5941
- BRIGHT SPOT ELEC CO 309 E Weber. 9-9769
- BURNHAM BROS 417 E Weber. 5-5913
- CENTRO-MART 111 S Center. 8-8687

CROSLEY RADIO-PHONO COMBINATIONS

ENJOY ALL ADVANTAGES OF RADIO, FM and TELEVISION



Unsurpassed Radio Reception and Record Reproduction with FLOATING JEWEL TONE SYSTEM and MASTER TONE CONTROL SALES - SERVICE

"FOR INFORMATION CALL"

- CORREN M & SONS 136 S Sn Joaquin. .6-6711
- EAGLE FURNITURE CO 46 N California. .9-9039
- ELECTRIC SHOP THE 39 N American. .3-0826

DUNLAP HARDWARE & APPLIANCE CO

- 231 N California. 5-5707
- EL DORADO RECORD SHOP**
307 S El Dorado. 3-8442
- FUHRMAN MUSIC CO 29 N California. 5-5611

GENERAL ELECTRIC RADIOS

"Natural color tone" radios — compact table models — magnificent consoles — 3-way portables — farm sets — radio-phonographs with the amazing G-E Electronic Reproducer.



"WHERE TO BUY THEM"

SALES & SERVICE DEALERS

- BREUNER JOHN CO 607 E Main. 5-5941
- CALVIN JOHNNY 2001 Pacific. 3-1536
- GOODYEAR SERVICE STORE
130 N El Dorado. 5-5834
- MALLETT MUSIC CO 30 N Sutter. 2-6767
- MOREING'S 929 N Yosemite. 4-4853
- WICKER'S G E APPLIANCES
330 E Weber. 4-4717

(Continued Next Page)

Plan your shopping with the Classified Telephone Directory.

RADIO SERVICE

We Pick-up & Deliver

Radio Sales & Service

Repairs On All Makes
**HOME RADIOS - AUTO RADIOS
PHONOGRAPH COMBINATIONS
RECORD PLAYERS - CALLING SYSTEMS**

INTER COMMUNICATING SYSTEMS
PUBLIC ADDRESS SYSTEMS RENTED
FOR DANCES - RODEOS
MEETINGS, ETC.

MOREING'S

Dial 4-4853

BOB MOREING & LES HENDERSON

929 N. YOSEMITE ST.

STOCKTON

SAXTON'S RADIO SERVICE

Authorized
SALES & SERVICE
HOFFMAN



HOME & AUTO RADIOS
All Work Guaranteed

PHONE
2-8815

646 E. CHANNEL

Radio! SALES AND SERVICE

Louie's Radio Service

- All Makes Repaired
- Home & Auto Radios
- Reasonable Charges

COMPLETE APPLIANCE LINE

STOCKTON 7-7689

310 W. Harding Wy.

Stockton

Young Women

There May Be

Employment Opportunities

and a

PERMANENT POSITION FOR YOU

with

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Emergency!

An emergency arises—you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—

LOOK IN THE

Classified TELEPHONE SECTION

Radio Dealers—(Cont'd)

HOFFMAN RADIOS

Designed for Beauty and Engineered for Perfect Sound Reproduction. Precision craftsmanship and highest quality materials result in fine radio and radio-phonograph instruments.



"The Sound Buy"

"WHERE TO BUY THEM"

DISTRIBUTOR

KEMP E M CO 1115 R Sacramento
(Toll) Call "Operator" for Sacramento 3-4668

DEALERS

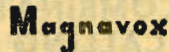
BREUNER JOHN CO 607 E Main..... 5-5941
Calvin Johnny 2001 Pacific..... 3-1536
CORREN M & SONS 136 S Sn Joaquin... 6-6711
SAXTON'S RADIO SERVICE
646 E Channel..... 2-8815

LOUIE'S RADIO SERVICE

310 W Harding Wy..... 7-7689
(See Advertisement Preceding Page)

MAGNAVOX RADIO-PHONOGRAPHS

Superbly toned musical Instruments combining the wonders of radio science, F.M. and automatic record changing. Truly fine furniture styling—from authentic traditional to tasteful modern.



"WHERE TO BUY THEM"

Breuner John Co 607 E Main..... 5-5941

MALLETT MUSIC CO 30 N Sutter..... 2-6767
MOREING'S 929 N Yosemite..... 4-4853
(See Advertisement Preceding Page)

MOTOROLA RADIO

FOR HOME—F-M and A-M Radios—Portables, Automatic Radio-Photographs. FOR CAR—The Auto Radio that's the FAVORITE OF MILLIONS—designed to fit ALL Cars.



"WHERE TO BUY IT"

DISTRIBUTOR

McCORMACK & CO 450-9th S F
(Toll) Call "Operator" for... Underhill 1-8408

DEALERS

CALIFORNIA AUTO SUPPLY CO
222 N El Dorado..... 5-5959
MOREING'S 929 N Yosemite..... 4-4853

Nathan Dohrmann 44 N Sn Joaquin..... 4-4541
PACKARD-BELL RADIO PHONOCORD & TELEVISION

MADE IN THE WEST FOR THE WEST



The West's Largest Selling Radio

"WHERE TO BUY THEM"

CORREN M & SONS 136 S Sn Joaquin... 6-6711

PEPPER FURNITURE CO 519 E Market... 4-4551

Good neighbors are considerable party-line users. Remember these party-line golden rules:

- Space your calls instead of making several of them without a break.
- Talk only as long as you have to on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear to receive your call.
- Ask your youngster not to monopolize the telephone.

Radio Dealers—(Cont'd)

PHILCO RADIO AND RADIO-PHONOGRAPH SALES AND SERVICE

Philco gives you finer tone, greater performance and exquisite cabinet beauty at popular prices. Wide choice for every purpose. Also dependable service by factory-trained experts.



"WHERE TO BUY THEM"

Bianchi's Household Utilities
48 S Sn Joaquin..... 3-1874
BREUNER JOHN CO 607 E Main..... 5-5941
MALLETT MUSIC CO 30 N Sutter..... 2-6767
MAZZERA ELECTRIC CO 501 N Baker... 3-1361
RADIO BILL 420 E Charter..... 7-7524
SATTUI GUIDO A 524 E Weber..... 2-4713
Schwill Otto 2301 Pacific Av..... 2-3553

STOCKTON REFRIGERATION

2153 E Main..... 6-6109
SWEET N & SONS 634 E Main..... 4-4887

R C A VICTOR SALES & SERVICE—

BOSS APPLIANCE 133 N California... 2-6503
BURNHAM BROS 417 E Weber..... 5-5913
CENTRO-MART 111 S Center..... 8-8687
CORREN M & SONS 136 S Sn Joaquin... 6-6711
STOCKTON RADIO SERVICE
114 N California..... 8-8383

RADIO BILL 420 E Charter..... 7-7524
RADIO ELECTRONIC SERVICE
330 E Channel..... 3-1654

RECORDIO

"WORLD'S FINEST HOME RECORDING INSTRUMENT"



RECORDER-RADIO-PHONOGRAPH

Service - Recordio Discs - Recordiopoints

"FOR INFORMATION CALL"

DEALER

BILL'S FURNITURE 323 E Market... 7-7657

REMLER RADIOS

Complete 30th Anniversary line. Famous Scottie table radios, AC-DC battery portables, radio-phonographs. Furniture models, FM table models and consoles. Union made.



Remler: Since 1918 a Pioneer in Electronics and Plastics

"WHERE TO BUY THEM"

DISTRIBUTOR

Dunlap Wholesale Radio Co Inc
12 N Aurora..... 7-7909

DEALERS

ELECTRIC SHOP THE 39 N American... 3-0826
Moreing's 929 N Yosemite..... 4-4853
Parmenter Appliance 1221 E Weber... 3-3585

Sattui Guido A 524 E Weber..... 2-4713

STEWART-WARNER RADIOS

Radios AM - FM Radio Phonographs Television



with Strobe - Sonic Tone

"WHERE TO BUY THEM"

EAGLE FURNITURE CO
46 N California..... 9-9039
RADIO BILL 420 E Charter..... 7-7524

In these busy days when saving time is so important, more and more telephone users are following the thoughtful way of answering the telephone: "Harry Smith speaking." Such an introduction establishes identity, saves time and makes a good impression.

Radio Dealers—(Cont'd)

Stockton Radio Service 114 N California... 8-8383

STROMBERG-CARLSON RADIOS

"THERE IS NOTHING FINER THAN A STROMBERG-CARLSON"



Table Radios Radio — Phonographs Complete FM Television

"WHERE TO BUY IT"

BURNHAM BROS 417 E Weber..... 5-5913
MALLETT MUSIC CO 30 N Sutter..... 2-6767

TURNER HARDWARE CO

American & Weber..... 4-4651

ZENITH RADIOS

GENUINE ZENITH-ARMSTRONG FM RADIOS and radio phonographs. Finer Radios, Portables and Combinations Featuring the Sensational Cobra Tone Arm, through Zenith's Policy of "Radionics Exclusively."



"WHERE TO BUY IT"

DISTRIBUTOR

DE JARNATT B J WHOLESALE CO
515 N Hunter..... 4-4831

DEALERS

BOSS APPLIANCE 1305 Buena Vsta... 2-4168
BREUNER JOHN CO 607 E Main..... 5-5941
BRIGHT SPOT ELECTRIC CO
309 E Weber..... 9-9769
CORREN M & SONS 136 S Sn Joaquin... 6-6711
ELECTRONIC MECHANICS CO
128 E Fremont..... 3-3676
FUHRMAN MUSIC CO 29 N California... 5-5611
MALLETT MUSIC CO 30 N Sutter..... 2-6767
MOREING'S 929 N Yosemite..... 4-4853
RADIO BILL 420 E Charter..... 7-7524
Schwill Otto 2301 Pacific Av..... 2-3553
STOCKTON RADIO SERVICE
114 N California..... 8-8383
Universal Radio 2350 E Main..... 2-1478

Radio Equipment—Marine

See Radio Headings

Radio Schools—See Trade Schools

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.

Busiest Book in the World

The familiar telephone directory is America's No. 1 reference book. It is the busiest book in the world because it is helpful to practically everyone.

Radio Servicing

ACE ELECTRONICS

HOME AND AUTO
RADIO SERVICE
ALL MAKES
Solovox Servicing
FREE PICK-UP & DELIVERY

1876 Country Club Blvd. 2-6011

AETNA APPLIANCE CO 332 N California. 3-4312
Art's Radio Service 114 N Pilgrim. 6-6648
(See Advertisement This Page)

BALMA RADIO SERVICE

Auto Radios Our Specialty
1241 N El Dorado. 5-5021
(See Advertisement Following Page)

BOSS APPLIANCE 133 N California. 2-6503

BRIGHT SPOT ELECTRIC CO

309 E Weber. 9-9769
(See Advertisement This Page)

CARLTON RADIO

YOUR RADIO NOT JUST REPAIRED
BUT
RENEWED & GUARANTEED
Loan Radio Furnished No Extra Cost
Pick Up & Delivery - Free Estimates

1515 N Carlton. 3-0428

CORREN M & SONS

TRAINED TECHNICIANS

Speedy Guaranteed Service On All
Types of Radios - Incl. FM.
Service Dept. Located in Our Appliance Center
120 S San Joaquin
Free Parking Next Door

120 to
136 S Sn Joaquin. 6-6711

(Continued Next Page)

You'll find it fast in the **YELLOW PAGES.**

RADIO SALES AND SERVICE

Repairing All Makes of Radios

PHILCO
AUTHORIZED SERVICE



501 N. Baker St.

3-1361

Art's **RADIO SERVICE**

RADIO REPAIRS and SERVICING

Modern Equipment



Stockton 6-6648
A. R. Wunderlich
114 N. PILGRIM

RADIO SERVICE

One to Three Day
Radio - Appliance Refrigeration Service

FAST

SERVICE

Admiral Philco Refrigerators Speed Queen Washers



7-7524

Complete Stock of Tubes Batteries Vital Parts

Zenith Emerson Admiral Philco
STEWART WARNER Radios

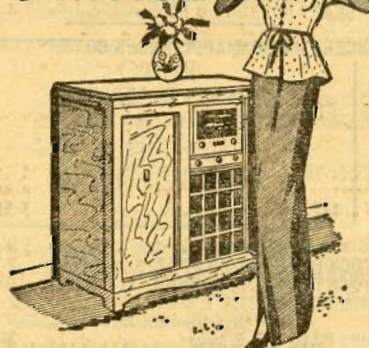
ELECTRONIC SPECIALIST - FACTORY EQUIPMENT
MEMBER OF O.R.T.

28 Years Experience Repairing All Makes of Radios, Refrigerators & Appliances
Authorized Philco Factory Radio Service

RADIO BILL'S

420 E. Charter Way

RADIO SERVICE



Specialists in
REPAIRING ELECTRONIC DEVICES

REPAIRS

ALL MAKES - ALL MODELS

Public Address Truck For Rent

PHONE

3-1654

RADIO ELECTRONIC SERVICE

330 E. CHANNEL

RADIO

Sales and Service

BRIGHT SPOT ELECTRIC CO.

REPAIR SERVICE ON ALL MAKES

Phone

9-9769

309 E. WEBER.
STOCKTON

BALMA RADIO SERVICE

Authorized

Zenith - Colonial - General Electric

AUTO RADIO SERVICING

All Work
Guaranteed



Dial
5-5021

QUICK REPAIR SERVICE ON ALL MAKES
OF HOME AND AUTO RADIOS

1241 N. El Dorado



**RADIO SET LOANED
FREE!**

WHILE WE ARE REPAIRING YOURS
All Work Guaranteed
SALES & SERVICE

Authorized Dealer for
REMLER RADIOS & PARTS
RCA TUBES

Liberal Trade In
FOR SERVICE AT HOME
OR IN OUR SHOP

Phone 3-3585
PICK-UP & DELIVERY

PARMENTER APPLIANCE

1221 E. Weber

Radio Service

RELIABLE REPAIRING ON ALL
MAKES-HOME & AUTO RADIOS

Mount Diablo Radio Service

FRED CALDWELL

2328 Mt. Diablo 3-4812

RADIO

Sales & Service

Custom Built
Wide-Range
Radio & Sound Equipment

**

Universal Radio

2350 E. Main St. 2-1478

Radio Servicing--(Cont'd)

- ELECTRIC SHOP THE ELECTRONIC MECHANICS CO** 39 N. American.....3-0826
128 E. Fremont.....3-3676
- IDEAL ELECTRIC CO** 2650 E. Scotts.....2-7687
- Kline Radio Service 1911 E. Main.....3-4167
- LAMP SHOP THE** 3219 Waterloo.....3-4171
- LOUIE'S RADIO SERVICE** 310 W. Harding Wy.....7-7689
- MALLET MUSIC CO** 30 N. Sutter.....2-6767
- MAZZERA ELECTRIC CO** 501 N. Baker.....3-1361
(See Advertisement Preceding Page)
- MOREING'S** 929 N. Yosemite.....4-4853
- MOT'S RADIO SALES SERVICE** 102 1/2 W. Washington.....2-1445
- MOUNT DIABLO RADIO SERV** 2328 Mt. Diablo Av.....3-4812
(See Advertisement This Page)

OGINO BOB HIROSHI

QUALITY PARTS
&
EXPERT WORKMANSHIP
Everything Guaranteed
Pick-up & Deliver
French Camp Rd.....3-8022

Parmenter Appliance 1221 E. Weber.....3-3585
(See Advertisement This Page)

PHILCO SERVICE

Guaranteed repair service on any
make or model radio, radio-
phonograph or television receiver
by reliable factory-trained ex-
perts. Genuine parts. Approved
standard prices.



"WHERE TO GET SERVICE"
HOME AND AUTO RADIOS

ACE ELECTRONICS 1876 Country Club Blvd.....2-6011

RADIO BILL 420 E. Charter.....7-7524

RADIO BILL 420 E. Charter.....7-7524
(See Advertisement Preceding Page)

Radio Electronic Service 330 E. Channel.....3-1654
(See Advertisement Preceding Page)

Ray's Radio Serv 1212 N. El Dorado.....2-6208

Sandy's Radio Repair Shop 511 E. Sonora.....3-0372

Saxton's Radio Service 646 E. Channel.....2-8815
(See Advertisement Page 161)

SCHWILL OTTO 2301 Pacific Av.....2-3553

SILVERTONE RADIO SERVICE—
SEARS ROEBUCK & CO Park & Aurora...4-4751

SINCERE RADIO & APPLIANCES CO

RADIO
SALES & SERVICE
AUTO & HOME RADIOS
All Work Guaranteed
Zenith Dealer
HAROLD CHINN, Prop.

112 S. Center.....4-4032

Smith Radio Serv 527 S. Sutter.....2-4873

STOCKTON BARGAIN SPOT 5 E. Main.....2-5527

STOCKTON RADIO SERVICE 114 N. Calif. 8-8383
Universal Radio 2350 E. Main.....2-1478
(See Advertisement This Page)

Valley Radio 644 E. Miner.....3-4120

Williams Radio Repair Serv 3511 E. Lafayette.....4-1227

Radio Supplies & Parts-Retail

See Radio Dealers

Radio Supplies & Parts-Wholesale & Mfrs

- ASSOCIATED RADIO DISTRIBUTORS** 1251 Folsom S F
(Toll) Call "Operator" for... Hemlock 1-0212
- DE JARNATT B J WHOLESALE CO** 515 N. Hunter.....4-4831
- DUNLAP WHOLESALE RADIO CO INC** 12 N. Aurora.....7-7909
- KEMP E M CO** 1115 R. Sacramento
(Toll) Call "Operator" for... Sacramento 3-4668
- SACRAMENTO ELECTRIC SUPPLY CO** 1219 S. Sacramento
(Toll) Call "Operator" for... Sacramento 2-0719

Rags

- ALL-STATE SUPPLY CO** Sanitary Wiping Rags-Janitor Supplies
1769 Chase Oakland
(Toll) Call "Operator" for... Twin Oaks 3-2646
- Ferer A & Co** 1st & Linden Oakland
(Toll) Call "Operator" for... Templebar 2-8543

Railroad Companies

- Central Calif Traction Co** General Manager Sacramento & Miner...6-6927
- Missouri Pac Lines American Trust Bldg...2-0469
- Pacific Fruit Express Co** Sacramento & Miner...5-5661
From Lodi Exchange only (No Inter-City
Charge) Ask "Operator" for Entrprise 10537
- Santa Fe Railway** Holt Station Holt.....3-2569
- Mormon Slough Drawbridge 327 S. Edison...2-3549
- Ticket Office Depot Sn Joaquin & Taylor...7-7071
- Southern Pacific Company** Sacto & Miner...5-5661
- Stkn Terminal & Eastern R R Union & Roosevelt.....2-7426
- Tidewater Southern Railway Co** Freight Ofc Market & Union.....9-9741
- Union Pacific Railroad Co** California Bldg...2-8981
- Western Pacific Railroad Company** Yard Office Charter & Union.....9-9741
Special Agent Charter & Union.....2-1843

Railroad Contractors

GOULD R & SON

GENERAL RAILROAD TRACK
CONSTRUCTION and REPAIRS
Industrial Spurs Installed
and Maintained

516 S. El Dorado.....6-6714

Goupois James G 323 Geary S F
(Toll) Call "Operator" for... Yukon 6-0177

Railroad Equipment & Supplies

- LOVSTED C M & CO INC** Car & Locomotive Parts-Track Material
591 Howard S F
(Toll) Call "Operator" for... Garfield 1-3391

Ranches

- Blossom Ranch** Waterloo.....3-3019
- Celli Ranch** Bishop Tr.....4-3922
- Celli Ranch** 1120 N. Stockton.....3-0610
- Celli Ranch** Packing Shed Bishop Tr.....4-3923
- Dell Aringa** Albert 332 E. Monterey.....2-4793

EICHELBERGER-HOBIN CO INC

FARMS AND RANCHES

Big Ranches - Orchards - Vineyards
Dairies - Delta Holdings - Truck Farms
Small and Large Farms—All Kinds

125 N. San Joaquin.....5-5831

- Empire Tract Co** 1936 Lincoln Rd.....3-4002
- Fontes Eurico** Ranch Bishop Tr.....4-3925
- Fornasero** Cochran Ranch Union Is.....Dial O Call 20-F-21
- Garin H P Co** Garwood Rd.....3-6079
- Kelley John C** Shima Tr.....3-6017
- Kennedy Walter S** Cherokee Ln.....2-2959
- Lucky Ranch** 8 Mile Rd.....2-3949
- Marchetti Edilio** Dick King Is.....3-4055
- Mariani A** Union Is.....Dial O call 20-F-4
- McGillivray Ranch** Bacon Is.....2-5953
- P A G A Ranch** Roberts Is.....Dial O call 14-F-12
- Richmond Chase Co** Ranch No 12 Shima Tr.....3-7021
- Riverside Farm** 8 Mile Rd.....2-6953
- Sanguinetti Paul S** Farmington Rd.....3-7010
- Smith Geo M & Son** French Camp Rd.....2-6913
- Stefani Ranch** Bishop Tract.....3-4098
- Swain Earl H W** Lane.....3-6041
- Turkey Roost Farm** Lathrop.....2-4965
- Van Buskirk C R** Old Garwood Rd.....3-3817
- Wolfinger Bros & Harris** 112 Merchant.....5-5265

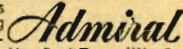
Hear the music of distinguished artists brought to you each Monday night, over N.B.C. stations, by the Telephone Hour's "Great Artist Series."

Ranges & Stoves—Dealers

ACME FURNITURE CO
Roper Gas Ranges
425 E. Weber.....3-0348

ADMIRAL AUTOMATIC ELECTRIC RANGES

Turns itself on and off, meals ready when you say! Extra big oven. Deepwell cooker, Flex-O-Heat "No Skip" controls. Also Dual-Temp "No Defrosting" Refrigerators. FM-AM Radio-Phonographs with Magic Mirror TELEVISION OPTIONAL.



COOKS WHILE YOU SLEEP, PLAY OR WORK

"FOR INFORMATION CALL"

CORREN M & SONS 136 S Sn Joaquin... 6-6711
EAGLE FURNITURE CO 46 N California... 9-9039
Moreing's 929 N Yosemite... 4-4853

BREUNER JOHN CO 607 E Main... 5-5941
BURNHAM BROS 417 E Weber... 5-5913
CENTRO-MART 111 S Center... 8-8687
CORREN M & SONS 136 S Sn Joaquin... 6-6711

CROSLY RANGES—

CORREN M & SONS 136 S Sn Joaquin... 6-6711
ELECTRIC SHOP THE 39 N American... 3-0826

ELECTROMASTER RANGES

The only electric range with all of these features:



KITCHEN-MASTER OVEN

VITA-MISER COOKER

SPEED-O-MASTER SURFACE UNITS

BALL BEARING ROLLERS ON DRAWERS

"WHERE TO BUY THEM"

DISTRIBUTOR

MCCORMACK & CO 450-9th S F
(Toll) Call "Operator" for... Underhill 1-8408

ESTATE ELECTRIC RANGES—

CORREN M & SONS 136 S Sn Joaquin... 6-6711

FRIGIDAIRE ELECTRIC RANGES

See famous Frigidaire Electric Ranges with Radiant Tube Units—big, Even-Heat oven. Also, Frigidaire refrigerators, home freezers, water heaters, automatic washers, dryers and ironers.



"WHERE TO CALL"

SALES & SERVICE DEALERS

BREUNER JOHN CO 607 E Main... 5-5941
ECCLIS C R & CO INC
2259 S El Dorado... 2-8968

Everything possible is being done to furnish you the prompt and courteous service to which you've been accustomed. When there is a delay before you get the operator, remember that more people are placing more telephone calls than ever before.

Busiest Book in the World

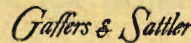
The familiar telephone directory is America's No. 1 reference book. It is the busiest book in the world because it is helpful to practically every-

one.

Ranges & Stoves—Dealers—(Cont'd)

GAFFERS & SATTLER GAS RANGES

The Modern Gas Ranges for Modern Living



"WHERE TO SEE THEM"

ARROW PLUMBING CO 23 E Poplar... 5-5229
STAR FURNITURE CO 245 E Miner... 3-5540

GENERAL ELECTRIC RANGES

Super-fast Calrod Units for G-E "SPEED COOKING". Other famous G-E "firsts" — Built-in Pressure Cooker, Tripl-Unit, Tripl-Oven, Tel-A-Cook Lights, No-Stain Oven Vent.



"WHERE TO CALL"

SALES & SERVICE DEALERS

BREUNER JOHN CO 607 E Main... 5-5941
CENTRAL LUMBER CO 1001 E Channel... 6-6795

SALES DEALER

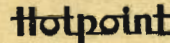
WICKER'S G E APPLIANCES
330 E Weber... 4-4717

GIBSON ELECTRIC RANGES—

CORREN M & SONS 136 S Sn Joaquin... 6-6711

HOTPOINT ELECTRIC RANGES

America's finest and fastest electric range. 11 Important Advancements. Oversize "Sealed-heat" ovens—handy thrift cooker. See Hotpoint's complete line of kitchen and laundry appliances.



EVERYBODY'S POINTING TO HOTPOINT

"WHERE TO BUY THEM"

SALES & SERVICE

BRIGHT SPOT ELECTRIC CO
309 E Weber... 9-9769
COLLEGE ELECTRICAL CO
2312 Pacific Av... 7-7778
CORREN M & SONS 136 S Sn Joaquin... 6-6711
DUNLAP HARDWARE & APPLIANCE CO
231 N California... 5-5707
KOCH HARRY INC 742 E Charter Wy... 2-8971

JACK'S WASHING MACHINE SERVICE

148 S California... 3-2465

KELVINATOR ELECTRIC RANGES

The new... **KELVINATOR** "Automatic Cook" Electric Range... plus three other models... a range to fit every budget. Get the Best Things First... Get Kelvinator



"WHERE TO BUY IT"

BURNHAM BROS 417 E Weber... 5-5913
REFRIGERATION SPECIALTY SERVICE
1340 E Miner... 2-0494

MALLET MUSIC CO 30 N Sutter... 2-6767

MAYTAG DUTCH OVEN GAS RANGES—

JACK'S WASHING MACHINE SERVICE
148 S California... 3-2465
LUCKEN ROY WASHING MACHINE SALES & SERVICE 332 E Channel... 2-1239

Nathan Dohrmann 44 N Sn Joaquin... 4-4541
Newstadt Sam 820 E Main... 3-2439

NORGE RANGES

High-efficiency Electric and also Gas Ranges. For authorized sales of Norge Electric or Gas Ranges, Reclator Refrigerators, Home Freezers, Ro-ta-tor Washers, Home Heaters, see below.



"WHERE TO CALL"

BOSS APPLIANCE 1305 Buena Vsta... 2-4168
CORREN M & SONS
136 S Sn Joaquin... 6-6711

Ranges & Stoves—Dealers—(Cont'd)

OCCIDENTAL GAS RANGES

Gas Ranges That Bring New Fame to an Old Name.



"WHERE TO SEE THEM"

CORREN M & SONS 136 S Sn Joaquin... 6-6711

O'KEEFE & MERRITT GAS RANGES—

CORREN M & SONS
136 S Sn Joaquin... 6-6711

SWEET N & SONS 634 E Main... 4-4887

THERMADOR ELECTRIC RANGES—

CORREN M & SONS
136 S Sn Joaquin... 6-6711

TURNER HARDWARE CO

American & Weber... 4-4651

UNIVERSAL GAS RANGES—

CORREN M & SONS
136 S Sn Joaquin... 6-6711

WEDGEWOOD STOVES—

BURNHAM BROS 417 E Weber... 5-5913
WIGGIN'S TRADING POST
Tracy Hwy... 2-2957

WESTERN HOLLY GAS RANGES—

SWETT N & SONS 634 E Main... 4-4887

WESTINGHOUSE PRODUCTS

Look on "E" pages under "Electric Appliances—Household, Retail"
WINANS REFRIGERATION & APPLIANCES
2432 E Main... 2-2189

Ranges & Stoves—Repairing

DEL MAR REPAIRS

EXPERT REPAIRS

Thermostats - Replaces Springs in Doors
Parts For All Makes
We Buy Old Stoves

339 S Del Mar Av... 2-7263

PROSPERITY GAS RANGE SERVICE—

SEARS ROEBUCK & CO Park & Aurora... 4-4751

STOCKTON WASHING MACHINE SERVICE

220 N Wilson Wy... 3-4522

Ranges & Stoves—Used

RAGSDALE'S SECOND HAND STORE
Linden Rd... 3-3026
SWEET N & SONS—USED FURNITURE DEPT
329 E Market... 7-7187

Rattan Ware—See Furniture Headings

Ravioli

GAIA-DELUCCHI CO American & Channel... 7-7941
TEMME'S DELICATESSEN 1305 E Main... 3-5510

Razors—Electric—See Shavers—Electric

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

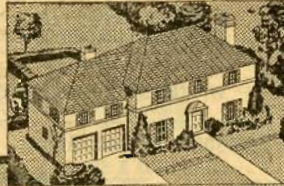
1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

REAL-ESTATE

**SALES-PROPERTY MANAGEMENT
APPRAISALS-LEASES
HOMES - MERCANTILE - FARMS
INCOME - INDUSTRIAL
INSURANCE PROTECTION
IN ALL FORMS**

A Department of Specialists Writing
Largest Agency Volume in the Valley—
and Growing Thru Service That Lets You
SLEEP WELL O' NIGHTS

Telephones
4-4547



F. J. DIETRICH & CO.

LICENSED REAL ESTATE BROKER
235 EAST WEBER
ORIGINAL FIRM ESTABLISHED 1887

Real Estate

- Ahearn Harold F 110 N Sn Joaquin 2-8441
- AHEARN HAROLD F ASSURANCE AGENCIES**
- 110 N Sn Joaquin 2-7673
- Albertson Ed 446 E Market 4-4915
- Angerina Geo 607 N Gertrude 2-8950
- Barkman L P 161 W Adams 2-0870
- Barnett Hal A American Trust Bldg. 5-5879
- BAXTER REALTY CO** 105 E Weber 4-4801
- (See Advertisement Opposite Page)
- BOONE DONALD E** 1213 E Miner 3-3916
- Borba John 2044 S Tuxedo 3-1838
- Bradbury & Staff Hotel Stockton Annex. 3-3775
- BROWN WARREN E** 311 N El Dorado 3-6400
- BURGESS J W** 406 E Market 5-5901
- (See Advertisement Opposite Page)
- Burns Agnes 230 W Acacia 3-6174
- Carpenter T H American Trust Bldg. 2-5287
- Cassidy Chas H 1246 N Wilson Wy 3-5600
- Cassidy William H 26 S California 2-5717
- CASTILLO ELMER R** 105 E Main 3-4385
- Chadek Frank 1213 E Miner 3-3916
- Coates Jas Y Elks Bldg. 3-7918
- Cowgill Alfred T 619 E Charter Wy 6-6218
- CUTTING L M & CO** 121 N Sn Joaquin. 5-5779
- Dagg Robt J 245 E Weber 2-6811
- Darter R L 245 E Weber 2-7255
- DERR JOHN O** 11 S Hunter 5-5601
- Devoe Ed E 319 E Weber 3-1243
- Dickinson Clarence L California Bldg. 2-8348
- DIETRICH F J & CO** 235 E Weber 4-4547
- (See Advertisement This Page)
- Dobbins Jas Hotel Stockton Mezzanine 4-3416
- Drown Erwin T 119 N Sn Joaquin 2-1155

EICHELBERGER-HOBIN CO INC
SEE US FIRST
List your real property first with us
Look at real property first with us
Buy real property first from us
We have dwellings, commercial, industrial and
agricultural real property
Many parcels from which to choose
125 N San Joaquin 5-5831

ELLIS EARL E 306 N Grant 3-5504
(See Advertisement Page 168)
(Continued Next Page)

GARROW & BOWMAN
REALTORS

**RESIDENTIAL
AND
BUSINESS PROPERTIES**
INSURANCE SERVICE
BUSINESS OPPORTUNITIES

Phone **8-8671**



GARROW & BOWMAN

632 N. CALIFORNIA ST.

INMAN'S INC.
JESSE J. INMAN, Pres.
REAL ESTATE - LOANS - INSURANCE
Agents for
BEAUTIFUL PACIFIC GARDENS
THE FASTEST GROWING
RESIDENTIAL DISTRICT
Suburban to Stockton
Phone
7-7889
307 EAST WEBER AVE.
STOCKTON

Real Estate-(Cont'd)

ENDERS WILL F 109 E Weber..... 3-5023
 ESTEBAN FELIPE 47 N Grant..... 3-9917
 FILIPPI J CO 19 S Sn Joaquin..... 7-7031
 GAIA-DELUCCHI CO INC 125 N California.. 6-6758
 (See Advertisement Page 169)
 GALLAGHER DON 619 E Charter Wy..... 6-6218
 GALLETTI ERNEST 606 E Market..... 2-3604
 Garbeth Geo 510 E Channel..... 2-8965

GARROW & BOWMAN

HOMES

REAL ESTATE and INSURANCE
 CITY - FARM AND BUSINESS
 PROPERTY

632 N California..... 8-8671
 If no answer call..... 3-3596
 If no answer call..... 3-0922

Garrow & Bowman 632 N California..... 8-8671
 Branch Ofc 1601 Oxford Wy..... 3-7392
 (See Advertisement Opposite Page)

GIANELLI A E CO INC 120 N Sn Joaquin... 8-8928
 Glenn J W 120 N Sn Joaquin..... 2-6690
 Glenn J Walker Jr 3020 Pacific Av..... 3-2378
 Golden Gate Realty Co 3910 N Sutter..... 8-8619
 Gotelli Rick 446 E Market..... 4-4915
 Granucci J 436 E Market..... 2-8407
 Green Chas 31 N Sutter..... 5-5646
 GREGENSEN H B 739 E Miner..... 2-7709

HENRY AL G AGCY

REAL ESTATE SERVICE

HOMES - RANCHES
 BUSINESS OPPORTUNITIES
 LEASES

409 E Weber..... 5-5642

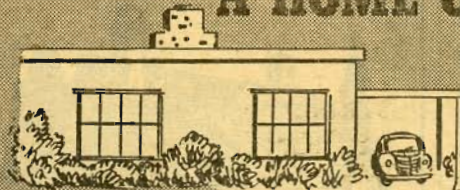
HEPPER KENNETH M 6 W Vine..... 4-4358
 INMAN'S INC 307 E Weber..... 7-7889
 (See Advertisement Opposite Page)

Johnson Adolph 824 E Miner..... 2-8124
 (Continued Next Page)

- TO BUY
- TO SELL
- TO LEASE

MEMBER
 MULTIPLE
 LISTING
 BUREAU

A HOME OR A BUSINESS



Call

**BAXTER
 REALTY CO.**

"HOUSE OF HOMES"

4-4801



105 E. WEBER

STOCKTON'S LARGEST BUSINESS BROKERS

A COMPLETE REAL ESTATE, BUSINESS OPPORTUNITY AND
 INSURANCE SERVICE

**A COMPLETE
 Real Estate
 AND
 INSURANCE
 SERVICE**



Notary Public

Phone
2-2472

J. C. MIRANDA
 President

Philippine
REALTY CO.

310 S. EL DORADO

**Burgess
 Realty Co.**

All Type of Real Estate

Specializing in
 Farms & Ranches



BUSINESS OPPORTUNITIES - CITY PROPERTY - NOTARY

Home of Stockton Realeteria "Cafeteria of Real Estate"

LICENSED - BONDED - DEALER - BROKER & COMMISSION MERCHANT OF LIVESTOCK

Open Every Day 8:00 A. M. To 9:00 P. M.

406 EAST MARKET

Stockton 5-5901

WHITE & SCRIBNER REALTORS



REAL ESTATE - INSURANCE
EXCLUSIVE AGENTS
FOR
FAIRVIEW TERRACE

"The Best Homes At Best Prices"

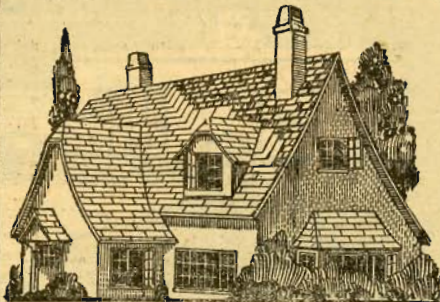
*We Specialize in
Homes for Veterans*

Dial 3-2374
Or 3-3839

2126 PHELPS

RIBAL & NUTT REALTORS

Complete
REAL ESTATE AND
INSURANCE SERVICE



COMPLETE INSURANCE

FOR SERVICE
DIAL

8-8907

MAIN OFFICE:
43 N. California
BRANCH OFFICE:
1835 Pacific Ave.

Real Estate-(Cont'd)

Kenyon Percy 47 W Rose.....7-7551
Kessel John 3208 Pacific Av.7-7748
King Arthur T 501 N California.....3-7213
KOBUS BILL 685 S Regent.....3-4851
Laufenburg L S 161 W Adams.....2-0870
LAWTON PHILIP L 520 E Washington.....2-3365
Le Baron F Blake 31 S Sn Joaquin.....9-9959

LEI & SANTOS

REAL ESTATE - INSURANCE

Business Opportunities - Ranches
Income Properties
Property Management

1224 E Harding Wy.....5-5997
If no answer call.....9-9389

LEI & SANTOS 1224 E Harding Wy.....5-5997

Branch Office

Victor W Lei

1504 W Harding Wy.....9-9389

LEONARDINI PARDINI & TRUEX

117 N Sn Joaquin.....6-6841

MAHAFFEY E D

Main Ofc 1941 N El Dorado.....2-3413
Marengo Realty Co 32 S California.....3-6526
Mathews P R 125 N Sn Joaquin.....4-3103
McGee Eva Musto 117 N Sn Joaquin.....2-1155

McLEAN REALTY CO

REALTORS

HOMES - FARMS - RANCHES

Personal & Experienced Attention
Given to Selling or Finding You
a Home

MEMBER MULTIPLE LISTING BUREAU

3310 Kensington Wy.....9-9779

McLean Realty Co 3310 Kensington Wy.....9-9779

McNabb Eva Musto 119 N Sn Joaquin.....2-1155

MILFORD H H 245 E Weber.....3-5403

MILLS W R 1429 N El Dorado.....7-7939

(See Advertisement This Page)

(Continued Next Page)

See Us to Buy or Sell

HOMES - RANCHES

BUSINESS OPPORTUNITIES



COMPLETE
INSURANCE
ACCOUNTING
AND
INCOME TAX SERVICE

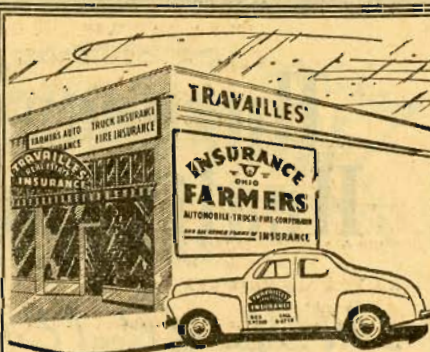
Phone

7-7939

W. R. MILLS REALTOR

1429 N. El Dorado

"Our Own Parking Facilities"



TRAVAILLES' REALTY CO.

Member
MULTIPLE LISTING BUREAU

FARM LAND SPECIALIST

TO BUY - SELL - OR TRADE
SEE OR CALL US

All Forms of Insurance

Dial 6-6719

Eves. 2-1149

802 E. Weber

Stockton



Earl Ellis

REAL ESTATE and
GENERAL INSURANCE

Courteous, Efficient Service

Dial

3-5504

Residence Phone 5-5562

306 N. GRANT
(Corner Miner Ave.)



**REAL ESTATE BROKERS
BUSINESS OPPORTUNITIES**

Phone **6-6758**
Evenings Call 5-5022
Or 3-1201

GAIA-DELUCCHI CO., INC.
125 N. CALIFORNIA



*Our 28 Years of Experience
in the*

REAL ESTATE & INSURANCE
Business Is Yours For the Asking

*Exclusive Agents for
Swain Oaks Manor*

CURTIS M. ROBBINS
REALTOR - INSUROR

238 N. Sutter **9-9001**



Justi Rogers
REALTOR

Always a Complete List of Real Estate

**MODERN HOMES
PROFITABLE RANCHES
BUSINESS PROPERTIES
APARTMENT HOUSES**

Multiple Listing Member

CALL 5-5783
115 N. San Joaquin

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"

Real Estate-(Cont'd)

MUNSON GEO L
All Types Of Properties
2390 N California.....4-4252
Neu Dennis 1014 N Wilson.....2-5213

NIKKEL I L

RANCHES - HOMES
REAL ESTATE - INSURANCE
WE BUY OR SELL - SEE US

925 N El Dorado.....3-0712

NUTT DOUGLAS A 43 N California.....8-8907
Parodi Grace 428 E Fremont.....2-1209
PEIRANO BROS & CO 227 E Weber.....7-7804
Peterman Agency 1519 E Harding Wy.....2-3243
Philippine Realty Co 310 S El Dorado.....2-2472
(See Advertisement Page 167)

Poletti Felix 436 E Market.....2-8407
Pool Fred 870 W Monterey.....2-2462
POOL REALTY CO 429 W Poplar.....2-2228
PUPPO G B & CO 245 S California.....2-8852
RIBAL & NUTT 43 N California.....8-8907
Pacific Av Branch Office 1835 Pacific Av...7-7983
(See Advertisement Opposite Page)

RITCHIE W G
Farm Lands
3651 Country Club Blvd.....8-8781

ROBBINS CURTIS M 238 N Sutter.....9-9001
(See Advertisement This Page)
ROGERS JUSTI D 115 N Sn Joaquin.....5-5783
(See Advertisement This Page)

Sacco Realty Co 314 E Market.....2-0801
SAN JOAQUIN REALTY 507 N Hunter.....4-1446
Simas Joe Yosemite Hwy.....3-4062
SIMS & GRUPE 319 E Weber.....6-6995
Stiles Wm S 31 S Sn Joaquin.....2-7134

STONE BROS REAL ESTATE 231 E Weber...6-6958
Stone Merrill 231 E Weber.....6-6958
Residence 2141 N Stockton.....6-6649
TRAVAILLES' 802 E Weber.....6-6719
If no answer call.....2-1149
(See Advertisement Opposite Page)

Wagner Robert R 343 E Weber.....7-7867

WASHBURN REALTY CO
LEROY A. WASHBURN
REAL ESTATE - INSURANCE
NOTARY PUBLIC
"House of Satisfied Clients"

810 E Main.....3-4435
Evenings call.....2-6704

West V E 1404 E Weber.....2-2454
WESTBROOK FRED 520 N Sn Joaquin.....2-8480
White & Scribner Realtors 2126 Phelps.....3-2374
(See Advertisement Opposite Page)

WHITE & SCRIBNER REALTORS
2126 Phelps.....3-3839
Williams Frank L & Co 233 E Weber.....7-7828
Wilson Way Real Estate
Nat Gogna
17 N Wilson Wy.....3-0679
Woodbridge Realty 2310 N El Dorado.....4-2121

Real Estate-Property Management
See Property Management

Recording Studios
FIDELITY SOUND 2001 Pacific Av.....3-8306
(See Advertisement This Page)
Universal Radio 2350 E Main.....2-1478
(See Advertisement This Page)

Reducing Methods
Exercycle Sales Co of Stockton
38 S California.....3-9432
Pierce Gayle C 1851 Pacific.....2-0176

STAUFFER SYSTEM

A NEW WAY TO REDUCE
PHONE FOR FREE TREATMENT
9 AM to 6 PM
Evenings by Appointment

2013 Pacific Av.....8-8219

quality recordings • reasonable rates



Recording Studio

downstairs at Johnny Calvin's

2001 Pacific Avenue
On Stockton's Miracle Mile

Our modern, acoustically engineered studio, fine grand piano (Hammond available) and precision recording equipment combine to give you the best possible reproduction for personal or professional recording. Portable "on the spot" facilities available. Mr. St. Clair or Mr. Jolly, owners, will be happy to serve you.

Call 3-8306
for information or an appointment



Universal Radio
PROFESSIONAL STUDIO EQUIPMENT

Recording
DISC • TAPE • WIRE

PROFESSIONAL - PERSONAL
REFERENCE - AUDITION
TAPE EDITING
AIR CHECKS

DUBBING (Disc to Disc, Tape, Wire to Disc)

2350 E. Main St. Dial 2-1478

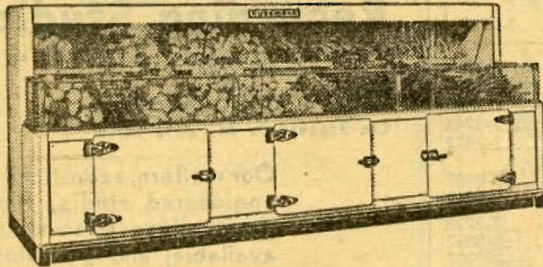
TO BE HEARD
clearly

... please speak directly into the Telephone with your lips just clearing the mouthpiece.

REFRIGERATION SPECIALTY SERVICE

1338 - 1340 E. Miner Ave.

Stockton, Cal.



DISTRIBUTOR



STORE EQUIPMENT

KELVINATOR

REFRIGERATORS
ELECTRIC RANGES
HOME FREEZERS

HUSSMANN-KOCH

MEAT DISPLAY CASES
VEGETABLE CASES
REACH-IN REFRIGERATORS

Our Staff of Highly Skilled
Service Men Are Equipped
to Diagnose and Repair
Any Refrigeration System

DIAL
2-0494
2-6651

Refiners

See Specific Kinds, i.e., Oil Refiners;
Sugar Refiners

Refrigeration Equipment— Commercial

ALL WEATHER CONTROL INC

Service by Skilled Mechanics
AMMONIA OR FREON

1220 N Union.....2-4470

ANDERSON REFRIGERATION CO

818 S Monroe.....3-3919

(See Advertisement Page 173)

BAY CITIES ASBESTOS CO

1120 E Weber.....4-1863

CHRYSLER AIRTEMP REFRIGERATION

Commercial and Industrial
Refrigeration and Tempera-
ture Control Equipment.
Exclusive Airtemp Radial
Compressor. MADE AND
WARRANTED BY CHRYSLER
CORPORATION.



"WHERE TO BUY IT"

ALL WEATHER CONTROL INC

1220 N Union.....2-4470

(Continued Next Page)

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

Complete

DOMESTIC &
LIGHT COMMERCIAL

REFRIGERATION SERVICE

AUTHORIZED

PHILCO - GIBSON - COOLERATOR - MAYTAG
REFRIGERATOR SALES & SERVICE

Beverage Coolers Frozen Food Cabinets
Reach-In Boxes Water Coolers
All Makes Repaired — Fast Service

STOCKTON 6-6109

Stockton
REFRIGERATION
2153 E. MAIN

W. W. MOHENG

2142 BRISTOL AVE.

REFRIGERATION ENGINEERING CO.

Geo. M. Brodie

Maxwell B. Brodie

Established in Stockton Since 1918

*Service - Sales
Repairs*

ON ALL CLASSES OF REFRIGERATION

AMMONIA & ELECTRIC
UNITS

Walk-In Boxes • Display Cases
Dairy Equipment

Dial

4-4106

If no answer dial 3-0917 or 2-7856

1542 E. MAIN

**Refrigeration Equipment—
Commercial—(Cont'd)**

- COMMERCIAL REFRIGERATOR SERVICE**
1500 Spring.....3-4338
(See Advertisement Following Page)
- CRESCENT SHOW CASE & FIXTURE CO**
We Mfr Refrigerator Boxes To Order
600 W Fremont.....3-1643
- DUPLEX FILTER & WATER CO**
Refrigerated & Ice Type Water Fountains
1029 W Fremont.....3-4787
- ECCLES C R & CO INC**
2259 S El Dorado.....2-8968
(See Advertisement Following Page)

FRIGIDAIRE REFRIGERATION EQUIPMENT

Complete line of display cases; reach-ins; air conditioners; water, milk and beverage coolers; home freezers. Commercial refrigeration for factories, stores, offices, farms and locker plants.



"WHERE TO CALL"

SALES & SERVICE DEALER

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

(Continued Next Page)

**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.

REFRIGERATION

*Commercial
&
Domestic*

SALES SERVICE

Authorized

NORGE SERVICE

DAY OR NIGHT

Phone

2-3421

HUBBARD'S

11 E. CHANNEL

**VALLEY REFRIGERATION
and AIR CONDITIONING CO.**
**COMMERCIAL REFRIGERATION
AIR CONDITIONING**

Sales - Service & Engineering

Exclusive Distributors for
YORK CORPORATION & McCRAY REFRIG. CO.

YORK CORPORATION
REFRIGERATION
AIR CONDITIONING
FARM FREEZERS
FLAK-ICE MACHINES

REFRIGERATED SHOW-CASES
WALK-IN BOXES
SELF SERVICE MEAT &
VEGETABLE CASES
REACH-IN REFRIGERATORS, ETC.

Equipment and Service for Every Commercial Need

DAY **6-6838** NIGHT **6-6727**

HOTELS - TAVERNS
CALL US ABOUT THE
YORK AUTOMATIC
ICE CUBE MAKER



LOCKER PLANTS
FROZEN FOOD CHESTS
DRAFT BEER AND
BOTTLE COOLERS

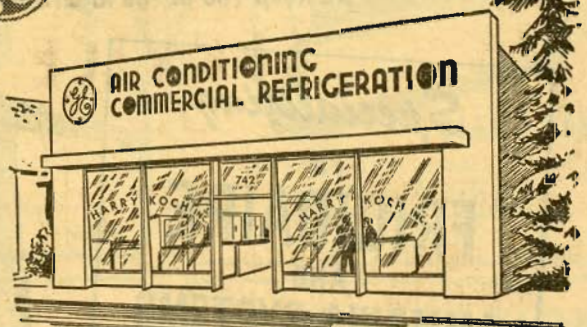
800 S. OPHIR

STOCKTON

HARRY KOCH, Inc.



Sales & Service
**AIR CONDITION
ENGINEERING**
**COMMERCIAL
REFRIGERATION**
**AUTOMATIC
HEATING**



LOCKER PLANTS • REFRIGERATED DISPLAY CASES
WALK-IN REFRIGERATORS • REACH-IN REFRIGERATORS

DAIRY INSTALLATIONS

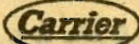
COMPLETE REFRIGERATION ENGINEERING SERVICE

PHONE
2-8971

742 E. Charter Way

Nights 3-2627
Or 2-0370

Stockton, Calif.



C.R. Eccles & Co.
 2257 -2259 S. EL DORADO
 PHONES 2-8968 & 2-2317



24-Hour Emergency Service

Free

STORE PLANS & ESTIMATES FURNISHED
 COMPLETE ENGINEERING SERVICE

COMMERCIAL - HOME APPLIANCES

AIR CONDITIONING
 FRIGIDAIRE - CARRIER

We Supply Any Type of
REFRIGERATION EQUIPMENT

BRADY

Sasselli's

REFRIGERATION and AIR CONDITIONING
"We Keep You at The Right Temperature"

Specializing
 IN
FRIGIDAIRE
 AND
AMMONIA SYSTEMS



Service WITH
SATISFACTION

COMMERCIAL & INDUSTRIAL
 Service and Maintenance
 on any make of Commercial
 Refrigerating Systems

919 N. WILSON WAY

24 Hour Service
STOCKTON
4-0427

Refrigeration Equipment-
 Commercial-(Cont'd)

**GENERAL ELECTRIC REFRIGERATION
 EQUIPMENT**

Refrigerating, air conditioning, and
 heat transfer equipment for all types
 of commercial and industrial require-
 ments. Refrigerating equipment for
 stores, offices, hotels and restaurants.



"WHERE TO CALL"

DEALER

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

HOBART-DAYTON SALES & SERVICE
 41 E Channel... 2-2156
 (See Advertisement Opposite Page)

**HUBBARD'S REFRIGTN &
 AIR CONDITNG SERV** 11 E Channel... 2-3421
 (See Advertisement Preceding Page)

Johnny's Refrigeration Service
 414 W Magnolia... 3-9244

KOCH HARRY INC 742 E Charter Wy... 2-8971
 (See Advertisement Preceding Page)

Refrigeration Engineering Co 1542 E Main... 4-4106

If no answer dial... 3-0917

Refrigeration Specialty Service

1340 E Miner... 2-0494

(See Advertisement Page 170)

(Continued Next Page)

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 nation-
 wide unity of method and spirit means a
 telephone service of the utmost depend-
 ability.

**COMMERCIAL
 Refrigerator Service**

Specializing in

**LOW
 TEMPERATURE
 SERVICE**

SALES - SERVICE - INSTALLATION

of

FROZEN FOOD CABINETS

ICE CREAM CABINETS

HOME & FARM FREEZERS

SODA FOUNTAINS

Phone

DAY

3-4338

NIGHT

**OVER 20 YEARS EXPERIENCE
 ALL WORK GUARANTEED**

1500 SPRING

**Refrigeration Equipment-
Commercial-(Cont'd)**

SASSELLI BRADY 919 N Wilson Wy.....4-0427
(See Advertisement Opposite Page)

SHERER REFRIGERATORS

Complete commercial installations
for food markets, delicatessens,
restaurants, hotels, hospitals,
institutions, schools, clubs, drug
stores, bakeries, florists, taverns.



"WHERE TO BUY IT"

HOBART-DAYTON SALES & SERVICE
41 E Channel.....2-2156

STOCKTON DAIRY SERVICE

Installation of
**DAIRY REFRIGERATION
EXCLUSIVELY**
Coolers — — Compressors

611 E Miner.....2-3309

STOCKTON REFRIGERATION
2153 E Main.....6-6109
(See Advertisement Page 170)

**VALLEY REFRIGERATION & AIR
CONDITIONING CO** 800 S Ophir.....6-6838
(See Advertisement Page 171)

WINANS REFRIGERATION & APPLIANCES
2432 E Main.....2-2189
(See Advertisement This Page)

YOLLAND ICE & FUEL CO 830 S California..6-6966

YORK REFRIGERATION

And air conditioning equipment from
the smallest to the largest installa-
tion. Complete engineering and design
facilities, service and supplies.



"WHERE TO BUY IT"

DISTRIBUTOR

**VALLEY REFRIGERATION & AIR
CONDITIONING CO** 800 S Ophir.....6-6838

**Refrigeration Equipment-
Commercial, Servicing**

AETNA APPLIANCE CO 332 N California...3-4312
ANDERSON REFRIGERATION CO
818 S Monroe.....3-3919

BOND & SPARKS REFRIGERATION SERVICE
See Our Adv Under Refrig Dom Serv
310 N Ophir.....2-7456

COMMERCIAL REFRIGERATOR SERVICE
1500 Spring.....3-4338

ECCLES C R & CO INC 2259 S El Dorado...2-8968
ELECTRIC REFRIGTN SERV CO
1520 E Walnut.....2-6557
(See Advertisement This Page)

GRABER EARLE 32 W Park.....2-7500
(See Advertisement This Page)

**HUBBARD'S REFRIGTN &
AIR CONDITNG SERV** 11 E Channel.....2-3421
REFRIGERATION ENGINEERING CO
1542 E Main.....4-4106
(See Advertisement Page 170)

REFRIGERATION SPECIALTY SERVICE
1340 E Miner.....2-6651
1340 E Miner.....2-0494

Valley Refrigeration & Air Conditioning Co
800 S Ophir.....6-6838

Wilson's Refrigeration & Air Conditioning
1763 W Michigan.....2-4774

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

**YORK AUTHORIZED SERVICE—
VALLEY REFRIGERATION & AIR
CONDITIONING CO** 800 S Ophir.....6-6838

**Refrigeration Equipment-
Parts & Supplies-Whsle**

REFRIGERATING & POWER SPECIALTIES CO
380 Brannan S F
(Toll) Call "Operator" for....Exbrook 2-4000

ANDERSON

REFRIGERATION CO.

REFRIGERATION

AIR CONDITIONING

Sales & Service

- Commercial
- Industrial
- Domestic

PHONE

DAY

3-3919

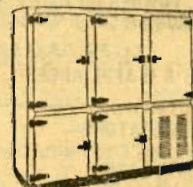
NIGHT

2-6854

818 S. MONROE

**ELECTRIC REFRIGERATION
SERVICE CO.**

H
O
U
S
E
H
O
L
D



R
E
F
R
I
G
E
R
A
T
O
R
S

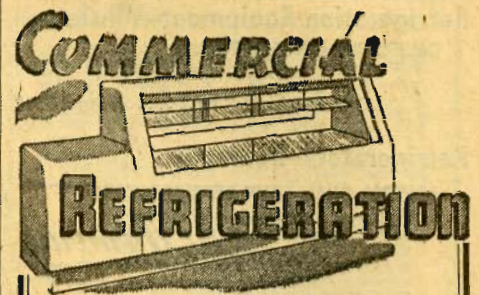
WALK-IN FREEZER BOXES
BEER BOXES - AIR CONDITIONING
Commercial Units, Etc.

P. MICHELS, Owner

Dial 2-6557 Day or Night

1520 East Walnut

Stockton



DISTRIBUTORS FOR



**DISPLAY CASES
REACH-IN - FROZEN FOOD
VEGETAIRE - SELF SERVICE**

PACKAGED AIR CONDITIONING
HOME OFFICE SHOP
SERVEL COMPRESSORS

SALES & SERVICE

2-2156

If No Answer Call 4-3944

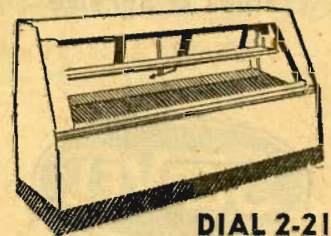
COMPLETE FOOD STORE EQUIPMENT
A. W. (AL) TUCKER

HOBART-DAYTON

Sales & Service

41 E. Channel (Between El Dorado & Center)

**"HARRY" WINANS
REFRIGERATION**



DIAL 2-2189

REFRIGERATION - SALES - SERVICE

Reach-In Boxes - Beverage Coolers
Meat Display Cases - Home Freezers
2432 E. MAIN

**REFRIGERATION
REPAIRS**

Domestic - Commercial
Air Conditioning

DIAL

2-7500

Earle Graber

REFRIGERATION - AIR CONDITIONING

32 W. PARK - STOCKTON

Grant Quick - Associate

*Who
SELLS IT?*

When a specific product or service
is needed and there is an uncer-
tainty as to who sells it

The
Classified
**TELEPHONE
SECTION**

Will Direct You

Refrigeration Equipment—Wholesale

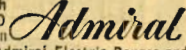
CALIFORNIA DISTRIBUTING CO

If Placing An Order—Phone Us Collect
2201 E 14th Oakland
(Toll) Call "Operator" for.....Kellog 3-7544

Refrigerators—Domestic

ADMIRAL DUAL-TEMP REFRIGERATORS

Dual-Temp Refrigerator with built-in home freezer and NO DEFROSTING... "Perfection In Food Preservation." Also Admiral Electric Ranges and automatic FM-AM Radio-Phonographs with Magic Mirror TELEVISION OPTIONAL!



THE "NO DEFROSTING" REFRIGERATOR

"FOR INFORMATION CALL"

- CORREN M & SONS**
136 S Sn Joaquin.....6-6711
- Dunlap Hardware & Appliance Co
231 N California.....5-5707
- EAGLE FURNITURE CO**
46 N California.....9-9039
- MALLET MUSIC CO** 30 N Sutter.....2-6767
- MOREING'S** 929 N Yosemite.....4-4853
- STOCKTON RADIO SERVICE**
114 N California.....8-8383
- SWEET N & SONS** 634 E Main.....4-4887

- Bright Spot Electric Co 309 E Weber.....9-9769
(See Advertisement This Page)
- CENTRO-MART** 111 S Center.....8-8687

A store may not immediately come to the mind of a prospect when special services are desired, such as are offered by a Beauty Salon, Radio or Watch Repairing Department. Many establishments, realizing this, advertise under several classifications in the Classified Directory. Thus they direct more business their way.

REFRIGERATOR

Sales & Service



BRIGHT SPOT ELECTRIC CO.

309 E. Weber



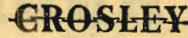
Phone

9-9769

Refrigerators—Domestic—(Cont'd)

CROSELY SHELVDOR REFRIGERATORS

GIVE YOU
TWICE AS MUCH
FRONT-ROW FOOD.



"ONLY CROSELY HAS THE SHELVDOR"

Sales — Service

"FOR INFORMATION CALL"

DISTRIBUTOR

- CORREN M & SONS**
136 S Sn Joaquin.....6-6711
- EAGLE FURNITURE CO**
46 N California.....9-9039
- ELECTRIC SHOP THE** 39 N American...3-0826
- MALLET MUSIC CO** 30 N Sutter.....2-6767
- DUNLAP HARDWARE & APPLIANCE CO**
231 N California.....5-5707
- ECCLES C R & CO INC**
2259 S El Dorado.....2-8968

FRIGIDAIRE REFRIGERATORS

See famous Refrigerators with current-saving Meter-Miser. Also Frigidaire electric ranges, home freezers, water heaters, automatic washers, dryers and Ironers.



"WHERE TO CALL"

SALES & SERVICE DEALERS

- BREUNER JOHN CO** 607 E Main.....5-5941
- ECCLES C R & CO INC**
2259 S El Dorado.....2-8968

GENERAL ELECTRIC REFRIGERATORS

New Space Maker Models give up to one-half more refrigerated food storage in same floor space as old-style ones. Powered by famed "sealed-in-steel" unit, offering utmost dependability.



"WHERE TO CALL"

SALES & SERVICE DEALERS

- BREUNER JOHN CO** 607 E Main.....5-5941
- CENTRAL LUMBER CO** 1001 E Channel..6-6795
- SATTUI GUIDO A** 524 E Weber.....2-4713

SALES DEALER

- WICKER'S G E APPLIANCES**
330 E Weber.....4-4717

GIBSON REFRIGERATORS—

- BOSS APPLIANCE** 133 N California....2-6503
- CORREN M & SONS**
136 S Sn Joaquin.....6-6711

HOTPOINT ELECTRIC REFRIGERATORS

Revolutionary new features! Up to 50% more storage space—58% faster freezing—butter conditioner. See Hotpoint's complete line of kitchen and laundry appliances.



EVERYBODY'S POINTING TO HOTPOINT

"WHERE TO BUY THEM"

SALES & SERVICE

- BRIGHT SPOT ELECTRIC CO**
309 E Weber.....9-9769
- COLLEGE ELECTRICAL CO**
2312 Pacific Av.....7-7778
- CORREN M & SONS**
136 S Sn Joaquin.....6-6711
- DUNLAP HARDWARE & APPLIANCE CO**
231 N California.....5-5707
- KOCH HARRY INC**
742 E Charter Wy.....2-8971

INTERNATIONAL HARVESTER REFRIGERATORS—

- BOSS APPLIANCE** 133 N California...2-6503
- JACK'S WASHING MACHINE SERVICE**
148 S California.....3-2465
- THOMPSON-SAGE INC**
400 S Wilson.....5-5953

You'll find it fast in the YELLOW PAGES.

Refrigerators—Domestic—(Cont'd)

KELVINATOR

See the new—**KELVINATOR** Refrigerators and Home Freezer... *Kelvinator*

Polarsphere powered for trouble-free performance. Get the Best Things First... Get Kelvinator

"WHERE TO BUY IT"

- BURNHAM BROS** 417 E Weber.....5-5913
- REFRIGERATION SPECIALTY SERVICE**
1340 E Miner.....2-0494

LEONARD SALES & SERVICE

Refrigerators...
Electric Ranges...
Home Freezers...



The Oldest Name in Refrigeration

"Dependable Since 1881."

"WHERE TO BUY IT"

- BREUNER JOHN CO** 607 E Main.....5-5941
- MALLET MUSIC CO** 30 N Sutter.....2-6767
- Nathan Dohrmann 44 N Sn Joaquin.....4-4541
- NORGE ROLLATOR REFRIGERATORS**

Low operating cost, variety of freezer capacities. For authorized sales of Norge Refrigerators, Electric Ranges, Home Freezers, Gas Ranges, Ro-ta-tor Washers, Home Heaters, see below.



"WHERE TO CALL"

- BOSS APPLIANCE** 1305 Buena Vsta...2-4168
- CENTRO-MART** 111 S Center.....8-8687
- CORREN M & SONS** 136 S Sn Joaquin...6-6711
- MALLET MUSIC CO** 30 N Sutter.....2-6767
- Schwil Otto 2301 Pacific Av.....2-3553

PHILCO REFRIGERATOR SALES AND SERVICE

Philco gives you new, modern designs with latest features. Greater food protection, space, convenience and economy. Beautiful models for every purse and purpose. Also dependable service by factory-trained experts.



"WHERE TO BUY THEM"

- Bianchi's Household Utilities**
48 S Sn Joaquin.....3-1874
- BREUNER JOHN CO** 607 E Main.....5-5941
- MALLET MUSIC CO** 30 N Sutter.....2-6767
- MAZZERA ELECTRIC CO**
501 N Baker.....3-1361
- RADIO BILL** 420 E Charter.....7-7524
- SATTUI GUIDO A** 524 E Weber.....2-4713
- Schwil Otto 2301 Pacific Av.....2-3553
- STOCKTON REFRIGERATION**
2153 E Main.....6-6109
- SWEET N & SONS** 634 E Main.....4-4887

- Refrigeration Specialty Service
1340 E Miner.....2-0494

SERVEL GAS REFRIGERATORS—

- BRIGHT SPOT ELECTRIC CO**
309 E Weber.....9-9769
- TURNER HARDWARE CO**
American & Weber.....4-4651

- SWEET & SONS** 634 E Main.....4-4887

WESTINGHOUSE PRODUCTS

Look on "E" pages under "Electric Appliances—Household Retail"

- WINANS REFRIGERATION & APPLIANCES**
2432 E Main.....2-2189

YOLLAND ICE & FUEL CO

MODERN
AIR CONDITIONED
ICE REFRIGERATORS

- 830 S California.....6-6966

Refrigerators—Domestic, Servicing

AETNA APPLIANCE CO
332 N. California.....3-4312

ANDERSON REFRIGERATION CO
818 S. Monroe.....3-3919

BOND & SPARKS REFRIGERATION SERVICE
310 N. Ophir.....2-7456
(See Advertisement This Page)

CAMERON'S REFRIGERATOR SERVICE
1750 W. Sonoma.....2-1243
(See Advertisement This Page)

COLDSPOT REFRIGERATOR-FREEZER SERVICE—
SEARS ROEBUCK & CO Park & Aurora...4-4751
Nights Sundays and holidays
Call.....4-4046
Or.....3-6168

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

GRABER EARLE 32 W. Park.....2-7500
(See Advertisement This Page)

Harding Refrigeration Co
2464 E. Harding Wy.....4-1113

RADIO BILL 420 E. Charter.....7-7524
(See Advertisement This Page)

Refrigeration & Equipment Service
1005 S. Wagner.....3-2244

SEARS ROEBUCK & CO Park & Aurora...4-4751
(See Advertisement This Page)

STOCKTON REFRIGERATION 2153 E. Main...6-6109

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

Registers—Autographic
See Autographic Registers & Supplies

Registers—Cash—See Cash Registers

Regulators

PACIFIC-INSTRUMENT REPAIR CO
Temp-Pressure-Welding
719 E. Miner.....2-5604

Resorts

BEN'S PLACE
Cabins-Boats-Bait-Motors-Fishing Equip
Highway 50.....3-2506

Mossdale Park Highway 50.....3-6048

UNION POINT FISHING RESORT
Jean Valle Prop
Boats-Motors-Cabins-Good Food-Bar
Borden Hwy.....2-2906

Rest Homes—See Homes; Also Sanitariums

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.



Incidentally

Prompt answering of a telephone's ring is thoughtful, courteous—and good business.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY



COLDSPOT REFRIGERATORS REPAIRS

Expert Service Men Especially Trained to Service Your COLDSPOT REFRIGERATOR

Prompt - Courteous Reasonably Priced Repairs

Phone **4-4751**

For COLDSPOT Service Only Phone 3-9627
SEARS SERVICE DEPARTMENT

Sears Roebuck & Co.
PARK & AURORA

ONE DAY SERVICE

On

Cold Spot Refrigerators

We Also Service

Frigidaire - Westinghouse - Philco - Crosley
Hotpoint - GE - Kelvinator - Leonard - Norge
Admiral - Gibson - All Other Makes & Models

20 Years Experience

All Work Guaranteed - Free Pick-Up & Delivery

CALL

2-7456

BOND & SPARKS

310 N. OPHIR

REFRIGERATION REPAIRS

Domestic - Commercial
Air Conditioning

DIAL

2-7500

Earle Graber

REFRIGERATION - AIR CONDITIONING

32 W. PARK - STOCKTON

Grant Guick - Associate

RADIO BILL'S

Refrigeration and Appliance
Sales & Service

PHILCO



Service On All Makes

ALL WORK GUARANTEED

Member O. R. T.

Dial

7-7524

For Prompt Service

420 E. Charter Way

CAMERON'S

Refrigerator Service

EXPERT REPAIRS
ON ALL DOMESTIC MAKES

Specializing in

CROSLY - COLDSPOT
& GENERAL ELECTRIC
GRUNOW - STEWART WARNER

Stoves - Washers - Air Coolers
Serviced & Repaired

Dial 2-1243

1750 W. SONOMA AVE.

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

Classified
TELEPHONE SECTION

Nationally Advertised Articles

can be traced to their

LOCAL DEALERS

by looking up

"WHERE TO BUY IT"

in the **YELLOW PAGES**

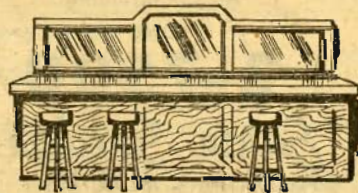
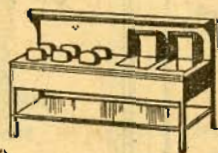
Valvano

**FOR YOUR
RESTAURANT
FOUNTAIN
GLASSWARE
BAR SUPPLIES**

We Save You Time and Money
Phone 2-7642

**844-848 E. WEBER AVE
STOCKTON**

Restaurant Equipment



Niemann's

17 S. Aurora

Complete Line of
HOTEL - RESTAURANT & BAR SUPPLIES

Featuring These Well Known Brands

- TOASTMASTER TOASTERS
- WALLACE CHINAWARE
- VOLLRATH UTENSILS
- TEPCO CHINAWARE
- HAMILTON BEACH MIXERS
- WEAREVER ALUMINUM
- LIBBEY GLASSWARE
- CORNING GLASSWARE
- WELLS FRYERS & WAFFLE BAKERS

Telephone
2-1894

"We Specialize in Complete Installations"

Restaurant Equipment & Supplies

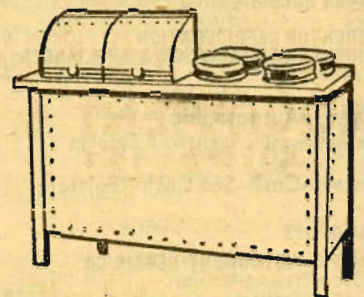
**COLONY FURNITURE & RESTAURANT
SUPPLY CO** 1820 S El Dorado.....2-4779
(See Advertisement This Page)

DOHRMANN HOTEL SUPPLY CO
509 E Market.....6-6879
Empire Supply Co 918 E Main.....9-9886
NEWSTADT SAM 1325 S El Dorado.....2-1737

(Continued Next Page)

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.

RESTAURANTS — CAFES — BARS



For Equipment See Guy at

**COLONY
SUPPLY CO.**

*If He Hasn't Got It, He Will Get It
Or Make It*

Specialize on
**GRIDDLES and RANGES
SINKS - STEAM TABLES**

1820 S. El Dorado

Phone

2-4779

Young Women

There May Be

Employment Opportunities

and a

PERMANENT POSITION FOR YOU

with

**THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY**

**Restaurant Equipment & Supplies—
(Cont'd)**

- NIEMANN'S 17 S Aurora.....2-1894
(See Advertisement Opposite Page)
RALPH'S DISTRIBUTING CO
221 N American.....3-8472
(See Advertisement This Page)
VALVANO SUPPLY HOUSE 844 E Weber.....2-7642
(See Advertisement Opposite Page)

A store may not immediately come to the mind of a prospect when special services are desired, such as are offered by a Beauty Salon, Radio or Watch Repairing Department. Many establishments, realizing this, advertise under several classifications in the Classified Directory. Thus they direct more business their way.

**Restaurant
and Fountain
EQUIPMENT &
SUPPLIES**

*Complete
Outfitters*

- FIXTURES - COUNTERS
STEAM TABLES
COCKTAIL UNITS
STOOLS - RANGES
DISHES - GLASSWARE
SILVERWARE
BAR SUPPLIES
HOTEL SUPPLIES

Dial 3-8472

**RALPH'S
Distributing Co.**

221 N. AMERICAN ST.

Emergency!

An emergency arises—you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—

LOOK IN THE
Classified
TELEPHONE SECTION

Restaurants

- AERO CLUB THE 436 E Weber.....2-9200
Agua Caliente 45 W Market.....3-3738
Alladin's 1521 E Main.....2-9655
Al's Cafe Thornton Rd.....3-3082
AL'S WAFFLE SHOP 1107 E Main.....2-8769
(See Advertisement Page 180)
AMERICAN LEGION CLUB
1115 N California.....2-9868
Amer Restaurant 242 S El Dorado.....3-2359
ANDY'S DRIVE IN 1801 N Wilson Wy.....2-4731
Annie's Inn 2539 E Main.....2-9388

ARMSTER BARBECUE PIT

We Specialize in
BARBECUE MEATS and CHILI
BEER & ALE SERVED

22 W Lafayette.....2-9198
3434 E Market.....2-9005

- Art's Place 2510 E Main.....2-9030
Avenue Inn 250 N Hunter.....6-6193

AZTECA CAFE

SPECIALIZING IN
ALL SPANISH DISHES
COLD BEER SERVED
ORDERS TO TAKE OUT
Week Days - 10 AM to 10 PM
Sat. & Sun. - 10 AM to Midnight
FRANK REYES - Owner

131 S Hunter.....2-9262

- B H Inn 622 S Fresno.....2-9439
Bataan Cafe 313 S El Dorado.....2-9375
BIG ROLLING PIN 901 N Wilson Wy.....2-9245
Bobb Inn 1147 N El Dorado.....4-1613
BOSTON LUNCH 124 E Weber.....5-5125
Brotherton's Cafe 746 E Main.....2-9559
Busy Bee Cafe 26 E Main.....8-8874
Calif Coffee Shop 327 N California.....4-4125
CALIFORNIA HOTEL
Home Of The Famous Basque Dinners
403 S Sn Joaquin.....9-9211
(Continued Next Page)



**ITALIAN
DINNERS**

MERCHANTS LUNCH
11 A.M. TILL 4 P.M.
DINNER 4 TILL 10 P.M.
SUNDAYS & HOLIDAYS
12 Noon TILL 10 P.M.
A LA CARTE ORDERS
SERVED TILL MIDNIGHT



Cocktails and Mixed Drinks
as You like 'em
645 E. MAIN • Stockton
Phone: **2-2363**



BOOTHS
TABLES
COUNTER

FOOD
QUALITY
TO ENJOY

*Chinese and
American Dishes*

Open Day & Night

Regular Course
Lunch & Dinners

Reasonable Prices

Chow Mein and
Chop Suey
To Take Out

STOCKTON
3-2261

14 S. El Dorado

**OTTO'S
PLACE**



EXCELLENT
ITALIAN DINNERS

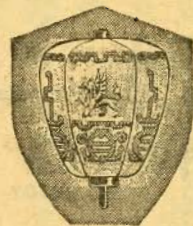
Prepared by An
Italian Chef
AMPLE BANQUETS FACILITIES &
PRIVATE DINING ROOMS FOR
GROUPS OR SMALL PARTIES

COCKTAIL LOUNGE

YOUR FAVORITE DRINK
Prepared by Experts

Five Mile Corner North of Stockton
7824 THORNTON RD.

Reservations Phone **2-9631**



GENUINE CHINESE FOOD

EXCELLENT COOKING
Quick Service

*
Catering to
Private Parties
& Banquets



FOOD IN CARTONS TO TAKE OUT

TAI TUNG RESTAURANT

Phone
3-4552

135 S. EL DORADO



MEXICO CAFE

Mexican Food Served
In Real South of the Border
Style

TAMALES - TACOS
ENCHILADAS - REFRITOS

STEAKS - CHOPS

Orders to Take Out

Dial **3-3733**

2243 MCKINLEY

Restaurants-(Cont'd)

CANTON LOW CO

Complete Chinese Dinners
CHOP SUEY
CHOW MEIN
NOODLES
Private Booths for Parties
108 E Washington..... 8-8835

Carol's Cafe
Specializing In Chili
1562 S El Dorado..... 2-9869
Caw Kaw Inn 2821 N California..... 2-6606
CHARLIE'S DELICATESSEN
125 N Hunter..... 2-0100
CHEROKEE INN
Open 7 Days A Week
99 Hwy..... 2-9527
Chet's 148 N Wilson..... 7-7627
CHICKEN KITCHEN
Chicken On A Bun-Chicken Dinners
99 Hwy..... 3-6075
China Cafe 39 N Hunter..... 2-1807
CHINESE KITCHEN 2014 Pacific Av..... 3-0451
Chuck & Al's Service Tracy Hwy..... 2-3941
Chuck's Inn 711 E Main..... 2-9718
(See Advertisement Opposite Page)
Cielito Lindo Cafe 138 W Market..... 2-9410
Club Tropics 401 S Center..... 4-2817
COLOMBO INN 226 S Center..... 2-9035
Colony Coffee Shop 339 E Market..... 8-8796

COPA-DE-ORO

Specializing In All
MEXICAN DISHES
BEER & SODA

OPEN FROM 8 AM TO 12 MIDNIGHT
ROSE RAMIREZ, Owner

8 E Washington..... 2-9371

Costanza Tamale Cafe 125 N Sutter..... 2-9607

(See Advertisement Page 180)

(Continued Next Page)

Rappanti's Inn
Delicious
ITALIAN DINNERS
Serving Only the Best

Meet...
Bruno and Lena Marraccini
OWNERS

ITALIAN DINNERS
Prepared by an Experienced
ITALIAN CHEF
And Served Family Style
Lunch 11-2 - Dinners 4 to 10 PM
CLOSED TUESDAY
Sunday 12 Noon Till 10 PM
BANQUET ROOM
WINES - COCKTAILS - BEER
448 S. Hunter, Corner E. Church St.
2-9186

CHINESE FOOD Served

& AMERICAN DISHES
TASTILY PREPARED
PARTIES INVITED

FOOD IN CARTONS TO TAKE OUT

Phone **7-7444**

Lucky Cafe
218 S. EL DORADO
STOCKTON

Where the Crows Laugh **Where the Crows Play**

WHERE EVERYBODY GOES
GOOD FOOD - GOOD MUSIC
Try Our Coffee Shop
Open 8 A.M. to 3 A.M.
Plenty of Parking Facilities
Phone **2-1151**
1025 SOUTH WILSON WAY

Restaurants—(Cont'd)

- Cozy Inn 3 N Center.....2-9064
- Cream Fluff Ice Cream Co 548 N California...3-6391
- Croce's Waterloo Club Waterloo Rd.....2-5982
- Cruise Inn 149 S Wilson Wy.....2-9611
- Dal Porto's 645 E Main.....2-2363
(See Advertisement Page 177)
- Davis Creamery 521 N California.....2-9754

DAVIS HARRY

**FROG LEGS - STEAKS
CHICKEN DINNERS**

Served from 5 p.m. to 11 p.m.
Bar Open from 4:30 to 12 p.m.
Closed Mondays

One Mile West on Hwy 4
Garwood & Fresno.....4-4461

DELTA TAVERN

CHICKEN & STEAK DINNERS

Served From 5 PM Till 10 PM
(Sundays 2 PM Till 10 PM)

Cocktails - Dinner Wines - Mixed Drinks
Private Booths For Parties

9 Miles West on Charter Wy
Holt Junction.....2-4964

- DICK'S DRIVE-IN 1301 E Harding Wy.....2-9540
- Dill's Cafe 529 E Main.....2-6381
- DINETTE 36 N California.....3-7134
- Dora's Waffle Shop 35 N Wilson.....5-5332
- Ducky's Inn 2030 McKinley Av.....2-9372
- EASTERN COFFEE SHOP 22 E Market.....6-6575
- Eastside Inn 215 S Wilson Wy.....2-9051
- Eddies Coffee Shop 1419 S El Dorado.....4-4068
- Edison Inn 141 W Charter Wy.....2-9716
- EL CAPITAN CAFE 136 W Market.....2-9946
- EL CHARRITO 212 E Market.....2-9985

(Continued Next Page)

Reasonable use, prompt answering, thoughtfulness of others, are helpful to all party line users. Telephone neighbors appreciate such teamwork.

**STEVE'S
TROCADERO CLUB**

"Where Hospitality Reigns"



One of the Finest
Cocktail Lounges in the Valley
**ITALIAN DINNERS
AND LUNCHEONS**

Phone 2-9793

24 N. California

Stockton

CHUCK'S INN

Chinese & American Dishes



Booths for Ladies

We Serve
BEER - WINE

Open
Day & Night

711 E. Main

2-9718



Pekin Grill

**CHOP SUEY
and
NOODLES**

OUR CHINESE DISHES CATERED TO
THE AMERICAN TASTE

Enjoy the Full Oriental Meal at Home by
having us put it up in cartons to take out.

AMERICAN MEALS

Daily Luncheon, Dinner & a la Carte

PRICES THAT SATISFY

Dial 9-9838

135 E. Market St.



REGULAR DINNERS - LUNCH
AMERICAN, ITALIAN & SPANISH DISHES

*Enchiladas and Tamales
To Take Home*

Special Rates to Lodges, Parties, Etc.

Dial 2-9674

PIONEER TAMALES CAFE

19 N. CALIFORNIA

STOCKTON

**ROGER'S CAFE
& DRIVE INN**

- TRAY SERVICE
- SODA FOUNTAIN
- AMPLE PARKING
- AMERICAN &
CHINESE DISHES

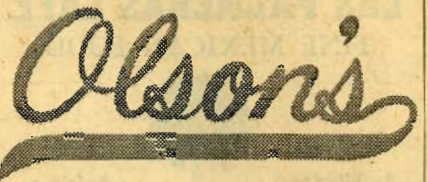


Open 7 A. M. to 2 A. M.

DIAL 2-9048

2075 E. MAIN

STOCKTON



WHERE DELICIOUS FOOD

AND

PROMPT, COURTEOUS SERVICE
IS PARAMOUNT

"We Feature

SIZZLING STEAKS"

BREAKFAST - LUNCH

&

DINNER

FRIENDLY

COCKTAIL LOUNGE

ADJOINING

Dial 2-2700

336 E. WEBER



**CHINESE AND
AMERICAN
DISHES**

OPEN

DAY AND NIGHT

Regular Course Lunch
and Dinners

Reasonable Prices

Quality Food That You Will Enjoy
BOOTHS, TABLES & LUNCH COUNTER

HUNTER SQUARE RESTAURANT

29 N. Hunter

Dial 6-6553

**TRIXIE'S
DRIVE-IN**

We Specialize In

**THICK MILK SHAKES - HOME MADE
HOT FUDGE SUNDAES**

Extra Fine Hamburgers
Cheeseburgers and Other Sandwiches

VISIT OUR FINE FOUNTAIN BAR
OPEN 7 A.M. DAILY

1105 N. Wilson

2-9735

"Johnnie's"
WAFFLE SHOPPE

IN STOCKTON

Dial
3-1292

ALWAYS A GOOD
PLACE TO EAT

WE NEVER CLOSE

Popular Prices

222 So. Wilson Way