

Automobile Radios—See Radio Dealers

Automobile Rental

Stockton Drive Yourself Co
 130 S Sn Joaquin.....2-9241
 Stockton Drive Yourself Co 220 S Sn Joaquin..4-1545
 If no answer call.....2-7489
 (See Advertisement This 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.

Rent a Car
DRIVE IT YOURSELF



Special Rates for
COMMERCIAL & LONG TRIPS
 PASSENGER CARS - TRUCKS
 PICK-UPS & TRAILERS

Dial 4-1545

If No Answer Call 2-7489

Stockton Drive Yourself Co.

220 S. San Joaquin Stockton, Calif.

Automobile Repairing

A & H GARAGE

Complete Automotive Repairs
 MOTOR REBUILDING
 Open Seven Days a Week
 Hours 8 A.M. - 10 P.M.
 BRAKE SERVICE - TUNE-UP

Adjoining Shell Station
 36 E Charter.....2-3349

Ace Body & Fender Works 135 E. Fremont...7-7396
 Acme Auto Wrecking Co 324 S Center.....7-7021
 Atwood D L 1035 S Aurora.....8-8185
 Aurora Body Works 446 N Aurora.....2-0309
 Auto Electric Co 233 N Hunter.....4-4741

BEACON GARAGE

GENERAL
 AUTO REPAIRING
 MOTOR REBUILDING
 BRAKE SERVICE
 BERT & ERNIE, Props.

2060 S McKinley.....4-2562

Benedict I B 232 E Miner.....7-7013
 Bennetsen M Mort 210 N American.....2-7732
 Bianchini Garage 723 S Sullivan.....7-7583

BILES JIMMIE GARAGE

3132 Farmington Rd.....2-0154

BILL & STAN'S GARAGE

GENERAL AUTO REPAIR
 MOTOR TUNE-UP
 MOTOR REBORING
 WELDING

2028 E Main.....3-4802

BILL'S GARAGE 324 N Pilgrim.....2-9147

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

Automobile Repairing--(Cont'd)

BOAZ HARRY

GENERAL AUTO REPAIRING
 BRAKE SERVICE
 TUNE-UP
 ELECTRICAL WORK
 NEW & REBUILT MOTORS
 WELDING

1415 E Fremont.....4-4022

BRYER'S GEO L PISTON & RING SERV

Rebabbiting-Line Boring
 208 N Wilson Wy.....2-1592
BUD'S AUTO REPAIR 1824 S Sn Joaquin...3-5695

BUICK AUTHORIZED SALES & SERVICE—

RENNEY MOTORS 415 E Miner.....6-6939

Carburetor Specialty Co 910 S Wilson.....3-1321

CASENAVE'S MOTOR EXCHANGE

COMPLETE
 AUTOMOBILE REPAIRING

MOTOR TUNE-UP
 BRAKE SERVICE
 MOTORS

New and Reconditioned

225 W Fremont.....2-8590

CHALMERS DAVE 1543 E Oak.....3-3969

CHINA GARAGE 222 S Center.....2-5814

(See Advertisement Opposite Page)

CILINTI REPAIR SERVICE Alpine Rd.....3-3089

Collins & Jones 10 E Miner.....7-7635

COMMERCIAL GARAGE 535 E Market.....5-5517

(See Advertisement This Page)

Creach Auto Service 1872 Sargent.....2-6409

Davis Ralph Auto Repair Shop

1322 S El Dorado.....8-8828

DEL MONTE GARAGE 524 E Lindsay.....2-0320

DE SOTO-PLYMOUTH SALES & SERVICE—

LUCAS THOMAS M INC

El Dorado & Magnolia.....6-6961

DODGE-PLYMOUTH SALES & SERVICE—

BRALEY'S 540 N Hunter.....7-7851

EDEN SQ AUTOMOTIVE SERV

A. L. NEUVERT

COMPLETE AUTO REPAIRING

Motor Tune-Up & Engine Rebuilding
 FULL LINE OF
 AUTOMOBILE ELECTRICAL SUPPLIES

933 N El Dorado.....4-4993

EGGIMAN'S TEXACO SERVICE STATION

AUTOMOTIVE SERVICE

7 Days

8 AM TO 10 PM

545 N Wilson Wy.....2-9022

ELLIS GARAGE

FOR COMPLETE MOTOR SERVICE
 TRUCKS - TRACTORS - AUTOMOBILES
 Specializing In Motor Tune-up - Brake Service
 Starters - Generators - Carburetors
 Fuel Pumps

MOTORS REBUILT - GAS OR DIESEL
 BODY & FENDER WORK - PAINTING

2303 N Wilson Wy.....4-4909

Fred's Garage 2865 S McKinley.....2-9953

FREMAN'S ALL CAR SERVICE

634 E Washington.....2-0564

(See Advertisement Opposite Page)

GEER-McRAE MOTORS 225 E Miner.....5-5868

GOLDEN EAGLE SERVICE & REPAIR

644 E Miner.....2-4474

(See Advertisement Opposite Page)

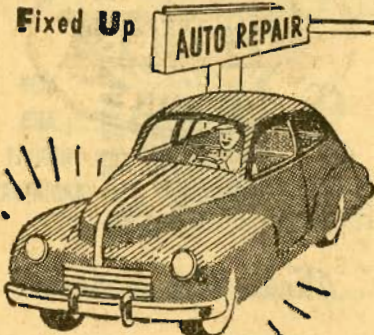
(Continued Next Page)

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.



24 Hours Mechanical Service

Fixed Up



Complete
**AUTOMOTIVE SERVICE
 AND REPAIRS**

Specializing In
**MOTOR TUNE-UP
 & BRAKE SERVICE**

Expert Lubrication
 Polishing & Washing

AUTO PARKING

INSIDE AND OUTSIDE STORAGE

DAY AND NIGHT

535 E. Market

Dial 5-5517

Automobile Repairing—(Cont'd)

GOLDEN EAGLE SERVICE STATION

COMPLETE AUTO REPAIRS
MOTOR TUNE-UP
TIRES - BATTERIES
PARTS - ACCESSORIES
WELDING

903 E Harding Wy. 2-8208

Golden Gate Garage & Body Works

642 S Center. 3-8420
(See Advertisement Following Page)

HANSEL & ORTMAN Hunter & Park. 5-5875

HANSEN'S AUTO SERVICE

Gen Repairing-Brakes-Buick Spec
546 W Fremont. 2-1887

Highway Fifty Garage Highway 50. 3-7096

Hunk's Auto Service 736 E Lafayette. 2-8104

JENNING'S GARAGE 5441 E Dana. 3-4422

JIMENEZ GARAGE 907 E Harding Wy. 9-9339

JIMMY'S AUTO SERVICE

J. M. WILLIAMS - Prop.

GENERAL AUTO REPAIRS
MOTOR OVERHAULING
AND MOTOR TUNE-UP
BRAKE SERVICE

121 W Charter Wy. 3-0420

Johnson & Son

General Auto Repairs All Makes Cars
2487 E Main 2-9233

KALEND'S GARAGE & AUTO WRECKING

2810 E Fremont. 4-4154

King Al Wilson Wy & Miner. 3-5489

KOOKEN GARAGE

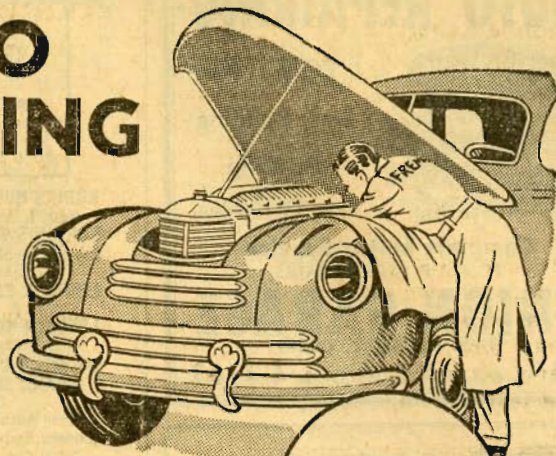
Specializing Motor Rebuilding
2312 E Waterloo Rd. 3-8389

Kramer Bros Garage 1770 East Av. 3-5411

(Continued Next Page)

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

AUTO REPAIRING



Special
MOTOR TUNE-UP
& REPAIRS
CARBURETOR
ELECTRICAL
BRAKES
WELDING

COMPLETE MOTOR REBUILDING

"We Fix Anything"

DIAL
2-0564

Treman's

ALL CAR SERVICE

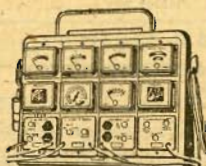
634 E. WASHINGTON

STOCKTON



Complete Motor Overhaul

Motor Rebuilding - Motor Tune-Up



Auto Electrical Service

CHINA GARAGE



Phone **2-5814**

222 S. CENTER

Care Keeps it Rolling



Call
7-7964

OFFICIAL
HEADLIGHT
STATION 1112

BRAKE SERVICE
WHEEL ALIGNMENT

ENGINE TUNE-UP

CARBURETOR
BATTERY
AND
IGNITION
WORK

LA TEER-SPIRO

AUTOMOTIVE SPECIALISTS

510 E. MINER

GOLDEN EAGLE Service & Repair

ALL WORK GUARANTEED
Ray E. Farmer

OPEN SATURDAYS, SUNDAYS & HOLIDAYS



A National Organization

- BATTERIES RECHARGED
- MOTOR TUNE-UP
- IGNITION
- BRAKE SPECIALISTS
- CARBURETION
- MOTOR REBUILDING

Arc & Acetylene Welding

New Motors Installed

LUBRICATION • GAS • OIL
PARTS & ACCESSORIES

General Auto Repairing

WE PICK-UP & DELIVER

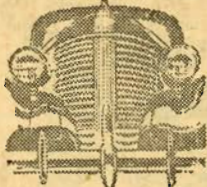
Dial

2-4474

Stanislaus & Miner

Stockton

AUTO REPAIRING



TOWING
Body Building
Painting

Open Till Midnight

Complete Motor Service
TUNE-UP AND REPAIRS

UNION GARAGE

T. N. McCARTY, *Owner*

SUTTER & LAFAYETTE DIAL 4-4789



Flash

AUTHORIZED SERVICE

is as near as you

5-5781

- Free Pick-Up & Delivery Service
- COMPLETE AUTOMOTIVE SERVICE
- FACTORY TRAINED MECHANICS
- LATEST POSTWAR EQUIPMENT

Lubrication - Mechanical Repairs - Wreck Rebuilding

LLOYD E. TEST & CO.

EL DORADO AT PARK
"You Get the Best - From Test"

MICHELS & HENSEL'S

GARAGE & BRAKE SERVICE



Complete AUTOMOTIVE REPAIRS

Motor Rebuilding - Tune-Up
Generators & Starters Repaired
Carburetors Rebuilt

Phone 2-0632

14 N. Commerce Stockton

GOLDEN GATE GARAGE

ALL WORK GUARANTEED



COMPLETE AUTO REPAIRING
Motor Rebuilding - Wrecks Rebuilt

Phone 3-8420

642 S. CENTER

Automobile Repairing-(Cont'd)

KRAMER'S GARAGE

BILL & CARL
GENERAL AUTO REPAIRS
REBORING
BATTERY CHARGING - WELDING
All Work Guaranteed

2016 S El Dorado.....7-7515

KROH'S BODY & FENDER WKS
220 N Pilgrim.....8-8802

LARKIN'S GARAGE 135 E Fremont.....3-0868

LA TEER-SPIRO 510 E Miner.....7-7964
(See Advertisement Preceding Page)

LEFTY & EM'S SERVICE STN
502 N El Dorado.....9-9889

LINCOLN SUPER SERVICE
325 S El Dorado.....2-0771

MICHELS & HENSEL'S GARAGE & BRAKE SERVICE 14 N Commerce.....2-0632
(See Advertisement This Page)

Modern Auto Painting Co 732 E Lafayette.....2-0366

Modern Body & Radiator Wks
24 N Commerce.....2-6388

MORGAN D W 604 S Lincoln.....7-7185

NAVE DAVID
Motor Generators-Carburetors-Starters
And Motor Tune Up's Are My Speciality
225 W Jackson.....2-2681

NEWLON C HERB & SON 2302 Pacific Av...3-8220

NUDI & MARTINI

MOTOR REBUILDING
MOTOR TUNING
AND
GENERAL REPAIRING

Charter & Lincoln.....2-0529

Ogata Ichiro 1127 S Commerce.....9-9352

Packard H M Automotive Service
230 N Pilgrim.....3-4711

Pehl's Body & Fender Works 3515 E Marsh...2-5748

PEIRANO JOE 2212 Waterloo Rd.....2-3732

PIEL'S AUTOMOTIVE SERVICE

ELECTRICAL and CARBURETION
MOTOR TUNING

General Auto Repairing
Automotive Accessories

640 E Market.....2-7768

PLYMOUTH-

LUCAS THOMAS M INC
El Dorado & Magnolia.....6-6961

PONTIAC AUTHORIZED SALES & SERVICE-
SAN JOAQUIN MOTORS
Poplar & El Dorado.....7-7813

PORT STOCKTON SUPER SERVICE
502 W Washington.....3-3773

RABALLO LOUIS C 217 N Sn Joaquin.....3-5443

Ray's Garage 1720 S Stockton.....3-7494

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

Stop Here for Complete Service
Established 38 Years
BODY & FENDER WORK



Auto Glass Installed
All Work Guaranteed

Victor Peirano
Peter Capurro

Toresani Body & Fender Works
Stockton 2-3817
220 S. CALIFORNIA

Automobile Repairing-(Cont'd)

Service Radiator Fender & Body Works
317 N California.....2-6112

SHASTA GARAGE

WATER PUMP REBUILDING

COMPLETE MOTOR REPAIRING
BRAKE SERVICE - WELDING
ELECTRICAL SERVICE & REPAIR
MOTOR TUNE-UP

J. E. Gabriel N. E. Rudolph

610 N Shasta.....2-1116

Shaw J S Co 5681 E Marsh.....4-4021

SLATER'S GARAGE 2386 Waterloo Rd....2-5197

Summer Co 237 E Channel.....3-4429

Staley Tom & Son 22 E Miner.....2-8928

STEVENS MOTOR SERVICE 35 E Channel...9-9491

STOCK SUPER SERVICE 1247 N El Dorado.2-1138

SUBWAY GARAGE

CHIPMAN BROS.
GENERAL AUTO AND TRUCK
REPAIRING
ALL WORK GUARANTEED

920 E Charter Way.....2-6518

SUPREME GARAGE

Complete
AUTOMOTIVE REPAIR SERVICE
CARBURETION & IGNITION
MOTOR TUNE-UP
Complete Electrical Service
Brake Service

1005 S Wilson Wy.....3-0291

Tamale's Garage 3002 E Fremont.....3-3970

TASSONO & BOTTO AUTOMOTIVE SERVICE
1524 E Fremont.....2-6697

TEST LLOYD E & CO El Dorado & Park...5-5781
(See Advertisement This Page)

THORNTON D J MOTOR CO
338 N El Dorado.....6-6721

Toler's Garage 1436 S El Dorado.....2-9663

Toresani Body & Fender Works
220 S California.....2-3817
(See Advertisement This Page)

TOWLE & DRENDELL 940 S Wilson Wy...3-3548

TRAVELERS GARAGE 1861 E Main.....7-7242

Turner's Garage 2209 E Roosevelt.....3-4986

Union Garage 240 S Sutter.....4-4789
(See Advertisement This Page)

WARREN'S AUTOMOTIVE SERVICE

GENERAL AUTO REPAIRS
MOTOR TUNE-UP
COMPLETE BRAKE SERVICE

245 W Charter Wy.....3-4256

Weber Body & Top Shop 225 N American...2-3291

WESTSIDE ASSOCIATED GARAGE

GENERAL AUTO OVERHAUL
ASSOCIATED PRODUCTS
Lubrication & Auto Accessories
Tires - Tubes & Batteries
All Work Guaranteed

226 S Commerce.....7-7423

WESTSIDE SERVICE STATION
502 W Charter Wy.....2-9880

Automobile Rims
See Automobile Parts & Supplies Headers

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.

Automobile Seat Covers

- A T A TIRE SERVICE** 245 N Hunter.....4-4578
(See Advertisement This Page)
- CALIFORNIA AUTO SUPPLY CO**
222 N El Dorado.....5-5959
- DICK'S AUTO TOGGERY** 539 N Hunter.....3-7939
- MARKET ST AUTO TOP CO**
Plaids-Fibre & Art Leather
744 E Market.....2-5501
- MODERN AUTO TOP** 245 W Charter Wy....3-4256
- OLSON & PIERSON** 16 E Miner.....5-5548
- THORNTON AUTO TOPS** 621 E Market....9-9994
(See Advertisement This Page)
- WEBER BODY & TOP SHOP**
Individually Tailored Seat Covers
225 N American.....2-3291

Automobile Servicing

See Automobile Repairing

Automobile Signals

See Automobile Parts & Supplies Headings

Automobile Springs

Automotive Spring & Supply Co
4410 E 14th Oakland
(Toll) Call "Operator" for.....Kellog 2-4807

MOORE'S SPRING SERVICE

QUICK DEPENDABLE SERVICE
KENNETH A. MOORE, Owner
TRUCK - TRACTOR AUTO SPRINGS
OVERLOADS
REPAIRING - MANUFACTURING
WAREHOUSE STOCK
910 E Lafayette.....3-4212

Automobile Starter Repairing

See Automobile Electrical Service

Automobile Supplies

See Automobile Parts & Supplies Headings

Automobile Tires—See Tires Headings

Automobile Tops

- Market St Auto Top Co 744 E Market.....2-5501
- MODERN AUTO TOP** 245 W Charter Wy....3-4256
- Stockton Auto Top Co 807 E Main.....2-5886
- THORNTON AUTO TOPS** 621 E Market....9-9994
- WEBER BODY & TOP SHOP**
225 W American.....2-3291

Automobile Towing

- A A A CALIF STATE AUTO ASSN**
EMERGENCY ROAD SERVICE—
RALPH CARTER CO 318 E Miner.....7-7916
- CONNELL MOTOR TRUCK CO INC**
2211 N 99 Hwy.....8-8984
- GARVEY TRUCK SERVICE**
320 N Wilson Wy.....5-5965
(See Advertisement This Page)
- MORGAN'S SHELL SERVICE STATION**
300 S California.....3-4692
- TRAVELERS GARAGE** 1861 E Main.....7-7242
(See Advertisement This Page)
- UNION GARAGE** 240 S Sutter.....4-4789

DE LUXE

SEAT COVERS AND AUTO TOPS

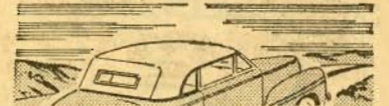


UPHOLSTERY

CUSHIONS • CURTAINS
CANVAS TOPS

Standard Coupes Converted
Into 5 Passenger Coupes

Custom-made seat covers of pure nylon... also plastics in a large selection of colors and patterns. Nylon convertible top material in all colors. Truck and tractor cushions. Front and rear carpets. Air foam rubber for cushions. Cars cleaned and shampooed. We guarantee to please you.



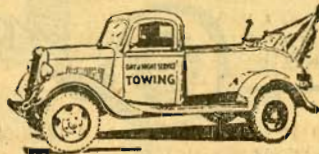
Phone

9-9994

THORNTON AUTO TOPS

621 EAST MARKET STREET

TOWING



GENERAL AUTO & TRUCK REPAIRING

Specializing On
CHRYSLER PRODUCTS
MOTOR TUNE-UP
MOTOR RECONDITIONING
BRAKE SERVICE
ACCESSORIES
UNION OIL PRODUCTS

Dial

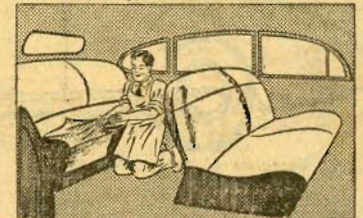
7-7242

TRAVELERS GARAGE

JOHN BOCCOLI, Prop.
1861 E. Main

SEAT COVERS

MADE TO FIT YOUR CAR
"McCarty's America's Finest"



Free Installation Expert Workmanship
DIAL 4-4578

A T A TIRE SERVICE

245 N. HUNTER STOCKTON

TRUCK TOWING

AND HOISTING SERVICE
24-HOUR SERVICE

DIAL **5-5965** DIAL

GARVEY TRUCK SERVICE

320 N. WILSON WAY STOCKTON

It Pays

To Answer Telephone Calls
PROMPTLY

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

Automobile Trimmings

THORNTON AUTO TOPS 621 E Market. 9-9994

Automobile Trucks

See Trucks-Motor, Dealers Headings

Automobile Upholsterers

CHANDLER'S AUTO TRIM
116 E Oak. 3-7167
(See Advertisement This Page)

DICK'S AUTO TOGGERY 539 N Hunter. 3-7939

MAIN STREET AUTO TOPS

AUTO UPHOLSTERING

Seat Covers - Convertible Tops
Truck & Tractor Seats Repaired
Coupes Converted to 5 Passenger

418 W Main. 4-1514

Automobile Upholsterers-(Cont'd)

Market St Auto Top Co 744 E Market. 2-5501

MODERN AUTO TOP

CUSTOM TAILORED SEAT COVERS
Fibre - Plastic - Nylon
Convertible Tops A Specialty
TRUCK & TRACTOR CUSHIONS REPAIRED
BODY & FENDER REPAIRING - PAINTING
QUALITY & SATISFACTION GUARANTEED
VETERAN OWNED

245 W Charter Wy. 3-4256

STOCKTON AUTO TOP CO

A. SATTUI
Auto Tops & Upholstering
Deluxe Seat Covers

CUSHIONS - CURTAINS - RUBBER MATS
Standard Coupes Converted into
5- Passenger Coupes

807 E Main. 2-5386

Automobile Upholsterers-(Cont'd)

THORNTON AUTO TOPS 621 E Market. 9-9994

WEBER BODY & TOP SHOP

Factory Quality Upholstery
INDIVIDUALLY TAILORED SEAT COVERS IN
ALL THE LATEST FABRICS
CALIFORNIA AUTO-BEDS INSTALLED
CONVERTIBLE & TRUCK TOPS - CUSHIONS
STANDARD COUPES CONVERTED INTO
5-PASSENGER COUPES

225 N American. 2-3291

Automobile Washing & Polishing

Clark Garage 125 S Sutter. 2-7511

EDINGTON'S SERVICE 101 W Washington. 2-9997

GUBBINS ASSOCIATED SERVICE STN
500 N Wilson Wy. 2-9681

HOWARD WILLIAM E
We Refinish Station Wagons
Sportsmen's-Town & Countries
535 E Channel. 2-5166

LINCOLN SUPER SERVICE
325 S El Dorado. 2-0771

MAIN ST GARAGE 800 E Main. 4-4452

Stockton Auto Steam Cleaners
1531 E Main. 2-8975

SWEEM BROS 1330 W Weber. 2-4685

Automobile Welding-See Welding

Automobile Wheel, Axle & Frame Repairing

Army's Brake Shop 2423 Waterloo. 4-0744

COLEMAN'S BRAKE SERVICE STN
223 N El Dorado. 3-1756

DONALDSON J F & SONS
Wheel Aligning & Balancing
240 N Hunter. 5-5604

GOODYEAR SERVICE STORE
130 N El Dorado. 5-5834

Larkin's Garage 135 E Fremont. 3-0868

LA TEER-SPIRO 510 E Miner. 7-7964

M & H WHEEL SERVICE 12 N Commerce. 3-0450

(See Advertisement This Page)

TEST LLOYD E & CO El Dorado & Park. 5-5781

WESTERN ALIGNMENT SERVICE
422 N Aurora. 3-1995

Automobile Wreckers

ACME AUTO WRECKING CO 324 S Center. 7-7021

B & W AUTO PARTS
See Our Adv Under Auto Parts & Supplies
1211 S Wilson Wy. 3-6218

ERNE'S AUTO WRECKING 4515 E Main. 4-4939

FRED'S GARAGE 2865 S McKinley. 2-9953

HIGHT GEORGE AUTO WRECKING CO
126 S Wilson Wy. 2-0226

JENNING'S GARAGE

Complete Replacement Parts for
Trucks & Autos
WE BUY ANY WRECK

Shop No 2-18 So Cardinal
5441 E Dana. 3-4422

SHAW J & CO 5681 E Marsh. 4-4021

SLATER'S GARAGE

AUTO WRECKING
PARTS FOR ANY MAKE CAR
TRUCK & AUTO REPAIRING
WELDING

2386 Waterloo Rd. 2-5197

STOCKTON AUTO WRECKING & SUPPLY HOUSE 420 S Center. 4-4691

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.



Complete
**BOAT • AIRPLANE • AUTO
UPHOLSTERY SERVICE**

FREE ESTIMATES • ALL WORK GUARANTEED

116 E OAK DIAL 3-7167

CHANDLER'S AUTO TRIM

M & H WHEEL SERVICE

WHEEL ALIGNMENT
WHEEL & AXLE STRAIGHTENING



WHEEL & RIM STRAIGHTENING
WHEEL BALANCING

Phone 3-0450

12 N. COMMERCE STOCKTON

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.

Awnings

CLEARVIEW OUTSIDE VENETIAN BLINDS

"5-In-One"
 Visor - Jalousies
 Windows - Porches
 & Doors
CLEARVIEW
 Sunshade-Awning, Glare & Draft Deflector, Prowler
 Protection, Rain & Weather Security, Privacy Insurance.

"WHERE TO BUY THEM"

Lindholm Sales Co 2548 E Marsh.....3-1184

KOOLSHADE SUN SCREENS-

VALLEY INSULATION CO
 561 E Harding Wy.....2-8893

Lindholm Sales Co 2548 E Marsh.....3-1184

MANTHEY BROS 420 N California.....8-8911
 (See Advertisement This Page)

NIEMANN'S 17 S Aurora.....2-1894
 (See Advertisement Following Page)

PACIFIC CARPET & AWNING CO

One of Stockton's Oldest Awning Mfrs.
AWNINGS

COVERS TARPULINS
 ANY SIZE - MADE TO ORDER
 Rug and Carpet Cleaning

328 S California.....2-7971

(Continued Next Page)

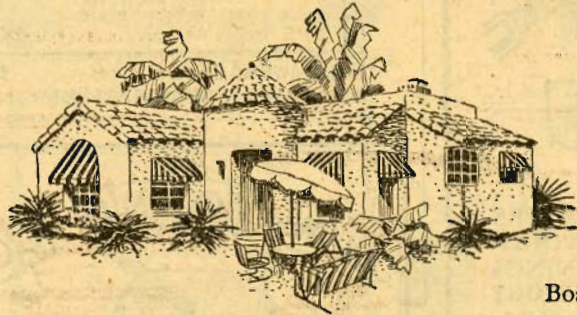
A store may not immediately come to the mind of a prospect when special services are desired, such as are offered by a Beauty Salon, Radio or Watch Repairing Department. Many establishments, realizing this, advertise under several classifications in the Classified Directory. Thus they direct more business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

TUXEDO AWNINGS

CHARLES RICHMOND, Owner

"YARDS OF SERVICE"

AWNINGS - TARPULINS - GARDEN FURNITURE
 CANVAS WORK OF ALL KINDS



Office and Factory
 1245 W. FREMONT ST.

Phone
3-3645

Boat & Canvas Specialties

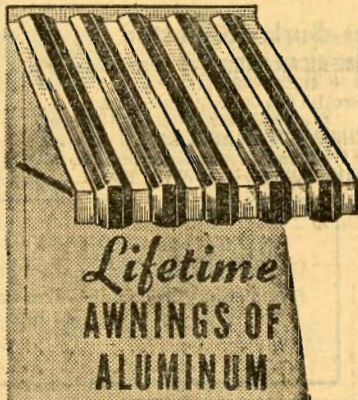


Free Estimates

RELIABLE

SERVICE

Residence Phone 3-1457



- SUNPROOF
- FIREPROOF
- RAINPROOF
- RUSTPROOF
- WINDPROOF
- FOOLPROOF

Free Estimates - Easy F.H.A. Terms

See Them! Buy them at

SOUSA'S

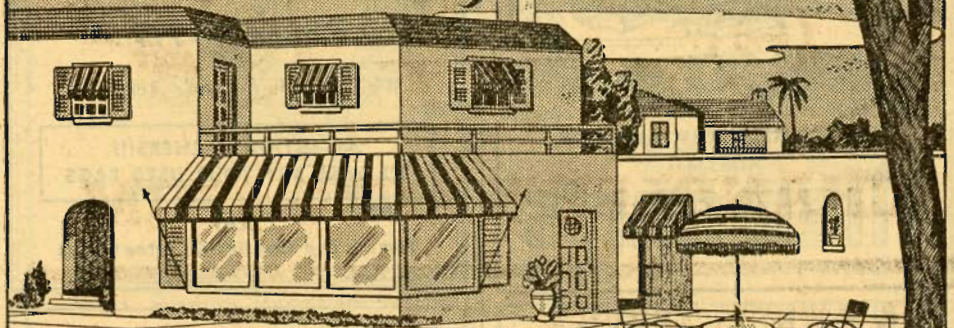


**VENETIAN
 BLIND
 SERVICE**

Joe and Bob Sousa
 1120 W. Fremont St.

Dial 3-5509

Awnings



CANOPIES
 TARPULINS
 TENTS
 GARDEN FURNITURE
 CANVAS FOR INDUSTRIAL PURPOSES

DIAL 8-8911

For Over Fifty Years Stockton's Leading Canvas Store

MANTHEY BROS.

420 N CALIFORNIA



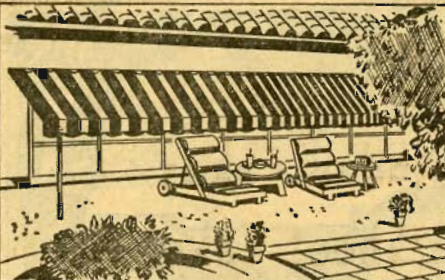
CRAFTED OF TWO STAGGERED LAYERS OF GROOVED REDWOOD SLATS - ZEPHYR AWNINGS & DOOR HOODS KEEP OUT GLARE, HOT SUMMER SUN & RAIN - LET IN LIGHT & AIR

Permanent Weather Protection
Call for Free Estimates & Information

ZEPHYR AWNING CO.

Stockton 3-4704

36 N. Wilson Way Stockton



LIFETIME ALUMINUM AWNINGS AIRFLO

Niemann's

17 S. Aurora 2-1894

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"

Awnings—(Cont'd)

RICHMOND AWNING & VENETIAN BLIND CO
Since 1916
127 E Channel 7-7364

SOUSA'S VENETIAN BLIND SERVICE
1120 W Fremont 3-5509
(See Advertisement Preceding Page)

TUXEDO AWNINGS 1245 W Fremont 3-3645
(See Advertisement Preceding Page)

VALLEY INSULATION CO

KOOLSHADE SUN SCREENS
KEEPS SUN & HEAT OUTSIDE
KEEPS INSIDE TEMPERATURE MANY DEGREES LOWER

FITS ANY TYPE OF WINDOW
EASILY INSTALLED
FREE ESTIMATES

561 E Harding Way 2-8893

ZEPHYR AWNING CO 36 N Wilson Wy. 3-4704
(See Advertisement This Page)




Processors of:

BURLAP - - - - - **BAGS**
COTTON - - - - -
PAPER - - - - -

Office & Warehouse:
425 TULEBURG LEVEE
(400 Block W. Weber on the Waterfront)

Phone 7-7997

We Solicit Wholesale Accounts

ATTENTION FARMERS!!!
WE WILL BUY YOUR USED BAGS

ALSO
Tomato Bed Sheetting & Cotton Goods

BROOKLYN BAG CO.

WE BUY - SELL



New Used

Burlap - Flour Sacks & Twine

Dial 3-2118 or 2-2306

2382 Waterloo Rd.

Baby Shoe & Memento Preserving

METALLIC CRAFTS STUDIO

SENTIMENT IN BRONZE
BABY SHOES & NOVELTIES
Expert Craftsmanship
Handled With Extreme Care
Samples on Display in Our Showroom

Rm 9
Smith & Lang Bldg. 9-9906

Baby Shops

See also Children's & Infants' Garments—Retail

ARDEN BABY SHOP 35 N Sutter 3-4376
Bide-A-Wee Maternity & Layette
2324 Pacific Av. 3-0197
Juvenile Shop Ltd 328 E. Main 4-4131

SMAL-FRY TOGS

INDIVIDUAL CLOTHING
FOR CHILDREN

2007 Pacific Av. 3-4941

Badges

O'Brien W T Co 411 W Fremont 2-4755
Patrick & Moise-Klinkner Co
560 Market St San Francisco
(Toll) Call "Operator" for Exbrook 2-2641

STAR ENGRAVING CO
Union Buttons-Identification Badges
177 Minna S F
(Toll) Call "Operator" for Douglas 2-1727

Baggage

See Luggage Headings; Also Trunks Headings

Baggage Transfer

IVERS VAN & STORAGE 915 E Market. 2-4279
Tanaka S Mathews Rd. 2-5948

YELLOW CAB & BAGGAGE CO
427 E Market. 5-5721

Bags—Burlap & Cotton

AMERICAN BAG CO 228 Harrison Oakland
(Toll) Call "Operator" for Glencourt 1-1286
Brooklyn Bag Co 2382 Waterloo Rd. 3-2118
(See Advertisement This Page)

Calif Bag Co 590 Minnesota S F
(Toll) Call "Operator" for Market 1-6427

DAVIDSON M 740 N Wilson Wy. 6-6875

FARMERS BAG & SUPPLY CO

NEW and USED BAGS

Grain Bags - Bean Bags - Wool Bags
Potato Bags - Onion Bags - Tree Rope
Canvas Goods - Tarpaulins - Twine

101 W Weber Av. 2-5159
Or 2-2276

Farmers Bag & Supply Co 101 W Weber. 2-2276
Greenfield A 1430 E Worth. 3-4627
WEESNER C L W Weber 5-5703
YOUNG W W CO 425 Tuleburg Levee. 7-7997
(See Advertisement This Page)

Bags—Burlap & Cotton, Used

Davin Joe 601 W 8th. 3-6504

Bags—Paper

BLAKE-MOFFITT & TOWNE 325 W Weber. 7-7913
ZELLERBACH PAPER CO 120 S Aurora. 6-6744

In 1869, Elisha Gray and Enos Barton, with a half-dozen foot-lathes and a handful of skilled workmen, opened their shop which grew into the Western Electric Company of today, the manufacturing, purchasing and supplying unit of the Bell System.

Bail Bonds

FALVEY TED 119 N Sn Joaquin.....3-4208
 If no answer call.....2-1158

GREENBERG HY

For Prompt Service 24 Hours A Day
 CALL

R. R. (BUD) MARSH

239 E Weber.....3-0565
 If no answer call.....3-7804
 Or.....2-6375

HOUSTON BILL

WHEN IN JAIL & NEED BAIL
 CALL

BILL HOUSTON

24-Hour Statewide Service

119 N Sn Joaquin.....3-4208
 If no answer call.....2-1158
 (Toll) Call "Operator" for.....Modesto 5063
 (Toll) Call "Operator" for.....Modesto 705-W

Bait—Fishing—See Fishing Bait

Bakers' Equipment

Hobart-Dayton Sales & Service
 41 E Channel.....2-2156

Bakers—Pie—See Pies—Pastry

Bakers—Retail

BIG ROLLING PIN

The Original Home Made Cake
 & Honey Glazed Potato Doughnuts

901 N Wilson Wy.....2-9245
CENTRO-MART 111 S Center.....8-8687
 Charter Way Bakery 430 E Charter Wy.....2-1234
DELUXE BAKERY 329 S Sn Joaquin.....2-7452
 Genova Bakery 749 N Sierra Nevada.....6-6145
 Kenny's Cakery 135 E Charter Wy.....2-3653

(See Advertisement Following Page)

(Continued Next Page)

**RED CHERRY
 BAKERIES**

522 E. Weber Ave.

Dial 2-6848

1868 Country Club Blvd.

Dial 3-4162

Finer
**Bakery
 Products**



**WEDDING & BIRTHDAY
 CAKES**

Club - Picnic & Party Orders



Assorted Pies

Danish Pastry

FRENCH ROLLS

SOUR & SWEET FRENCH BREAD

CAKES • PASTRIES • DELICATESSEN



... DIAL
6-6324

**BIRTHDAY
 WEDDING CAKES
 and FANCY PASTRIES
 MADE TO ORDER**

Holiday and Special
 Decorative Effects
 done to your satisfaction
 by our expert decorators

Open Daily 7 a. m. to 8 p. m.
 Sundays 8 a. m. to 6 p. m.



1910 PACIFIC AVENUE IN STOCKTON, CALIF.

Wedding Cakes

Birthday Cakes

Sheet Cakes

Baked to Order



We specialize in furnishing cakes, pastry, dinner rolls for all occasions. Parties, Banquets and Lodges. Please phone your order early.

PIES

Made with finest
FRESH fast-frozen
 fruits and berries.

PASTRY

Delicious **DANISH PASTRY**,
 Dinner Rolls, Butter Horns,
DOUGHNUTS.

CAKE

Ask for Our Specials for
 Week End Parties, Etc. Baked
 Fresh Daily.

Tuxedo Pastry Shoppes

- Store No. 1**—1904 Pacific Ave.....3-0801
- Store No. 2**—939 North Yosemite.....2-0461
- Store No. 3**—445 North San Joaquin.....2-8393
- Store No. 4**—527 E Charter Way.....6-6698
- Store No. 5**—1327 E. Harding Way.....4-0212


ESTABLISHED OVER 40 YEARS

Muzio Bakery

Specialists in

BIRTHDAY CAKES
WEDDING CAKES

Genuine **SOUR DOUGH BREAD**



"Something New!"

SHERRY WINE FLAVORED
MELLOWED-CRISPIE
SLOW BAKED BREAD

"The Taste Tells the Difference"

Call **4-4236**

WHOLESALE - RETAIL

311 EAST MARKET STREET

Bakers—Retail—(Cont'd)

- MUZIO BAKERY** 311 E Market..... 4-4236
(See Advertisement This Page)
- ORSI'S CAKES PASTRIES & DELICATESSEN**
1910 Pacific Av..... 6-6324
(See Advertisement Preceding Page)
- RED CHERRY BAKERY** 522 E Weber Av.... 2-6848
No 2 1868 Country Club Blvd..... 3-4162
(See Advertisement Preceding Page)
- SIN RIVAL BAKERY** 2803 E Lafayette..... 2-9177
- SISTING'S BAKERY** 2226 E Main..... 2-4392
- SNOW WHITE BAKERY CO** 1414 E Miner... 6-6624
Triangle Bakery 908 N Wilson Wy..... 2-9404
- TUXEDO PASTRY SHOPPE**
527 E Charter Wy..... 6-6698
1327 E Harding Wy..... 4-0212
1904 Pacific Av..... 3-0801
445 N Sn Joaquin..... 2-8393
939 N Yosemite..... 2-0461
(See Advertisement Preceding Page)
- Webb's Bakery 240 E Harding..... 2-3167
- Yolanda Baking Co 246 W Market..... 3-3565

Bakers—Whsle

- GRAVEM-INGLIS BAKING CO**
347 N Aurora..... 7-7991
- Kilpatrick's Bakery 1717 S Center..... 3-0769
- Langendorf United Bakeries Inc
345 W Lafayette..... 3-1685
- MUZIO BAKERY** 311 E Market..... 4-4236
- National Biscuit Co 115 S Van Buren..... 2-8844
- SAN JOAQUIN BAKING CO** 1145 E Miner... 3-0491

Balancing Service

- DORAN CO** 1899-7th Oakland
(Toll) Call "Operator" for..... Glencourt 1-8219

Ball Bearings—See Bearings Headings

Banks

- AMERICAN TRUST COMPANY**
Stockton Office 24 N Sutter..... 8-8623
First Stockton Office
Successors To First National Bank
26 N Sn Joaquin..... 8-8623
Pacific Av Office 1906 Pacific Av..... 8-8623
- Bank of America NT & SA**
Stockton Main Ofc Bk of Amer Bldg.... 6-6761
Eastside Branch 147 N Wilson Wy..... 6-6761
Hunter Square Branch..... 6-6761
- STOCKTON SAVINGS & LOAN BANK**
Main & Sn Joaquin..... 7-7933
Union Safe Deposit Bank 327 E Main..... 5-5845

Bar Equipment

See Restaurant Equipment & Supplies

Bar Supplies

- DOHRMANN HOTEL SUPPLY CO**
509 E Market..... 6-6879
- VALVANO SUPPLY HOUSE**
844 E Weber..... 2-7642

Barbecue Equipment

PACIFIC BARBECUES

A Complete Barbecue with Elevating Fire Box, Revolving Spit and Two Cutting Boards.

NO WORK—NO BRICK
NO MORTAR—NO MESS

"WHERE TO BUY THEM"

WHOLESALER - MANUFACTURER

ALBANY CONCRETE CO INC

1840-4th Berkeley
(Toll) Call "Operator" for.. Berkeley 7-5733

DEALER

SEARS ROEBUCK & CO

Park & Aurora..... 4-4751

PATIO & BARBECUE SHOP

1520 Pacific Av..... 2-5371
(See Advertisement This Page)

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




We Specialize in Fancy

WEDDING AND BIRTHDAY CAKES
CAKES FOR ALL OCCASIONS - COOKIES

Call 2-3653

KENNY'S CAKERY
135 E. CHARTER

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"

YOURS FOR A GRACIOUS HOME & GARDEN



PATIO & WALL STONE
ARIZONA FLAG STONE

Our Specialty

PATIOS & BARBECUES

Built as You Like Them

PORTABLE BARBECUES
BARBECUE HARDWARE
(For Your Own Construction)
Barbecue Tables & Benches
Out-Door Furniture, Barbecue Dishes,
Sauces, Aprons, Caps, Etc.
Weathervanes, Post Lamps,
House Signs

Patio & Barbecue Shop

Phone 2-5371

1520 PACIFIC AVE.

Barbers

- Anthony's Barber Shop 203 N California2-9141
- Country Club Barber Shop
1906 Country Club Blvd.2-6569
- DeLuxe Barber Shop Bank of America Bldg.2-4104
- Ethiopian Barber Shop 24 W Lafayette2-9876
- Gray's Barber Shop 2619 E Market2-9892
- Hollywood Barber Shop 13 E Market7-7685
- Hotel Wolf Barber Shop 411 E Market2-6481
- Jennings Ed 509 N Hunter2-9651
- Jewel's Barber Shop 2349 Waterloo Rd.2-3847
- L & L Barber Shop 907 E Main3-4723
- Merchant Marine Cafe 139 S Hunter2-9192
- Moon-Light Barber Shop
309 E El Dorado2-6310
- Musselman M D Bk of Amer Bldg.2-4104
- Ohs Barber Shop 143 E Market2-4137
- Pacific Barber Shop 2224 Pacific Av.2-0740
- Philippine Barber Shop 216 S El Dorado2-9955
- Southside Barber Shop 1410 S California2-7504
- Syndicate Barber Shop Hotel Stockton Bldg.2-2245

Barbers' Supplies

- STOCKTON BEAUTY & BARBER SUPPLY**
123 S Sutter2-0161
- Tietjen's Barbers & Beauty Shop Supplies
129 E Market5-5203

Barrels & Drums

- CONTINENTAL CAN CO INC**
Fibre Barrels & Drums
2716 E Miner Av.6-6731
- LORENTZ BARREL & DRUM CO**
Alma & S 10th Sn Jose
(Toll) Call "Operator" forBallard 7450
- McGUIRE & CO**
Steel Drums-Wood Barrels-Bought-Sold
4500 Shellmound Oakland
(Toll) Call "Operator" forOlympic 2-8260
- MYERS BARREL CO**
Steel Drums-Barrels Bought & Sold
6549 Sn Pablo Av Oakland
(Toll) Call "Operator" forOlympic 2-6847

Barrels & Drums—Used

- BAUER COOPERAGE CO** 2345 Keith S F
(Toll) Call "Operator" forValencia 4-6505
- Maslow Cooperage Corp
We Buy & Sell Used Barrels
499 Bay S F
(Toll) Call "Operator" forTuxedo 5-1620

Baseball Clubs & Parks

- Stockton Baseball Club California Bldg.2-7466

Batching Equipment

- BODINSON MANUFACTURING CO**
Concrete Batching Plants
2401 Bay Shore Blvd S F
(Toll) Call "Operator" forJuniper 5-9641
- NOBLE COMPANY**
Concrete Batching Equipment
1860-7th Oakland
(Toll) Call "Operator" forTemplebar 2-5785

Bathing Suits—See Sportswear Headings

Baths

- COPELAND C W**
Sulphur Baths
919 N El Dorado2-2307
- SANITARIUM SYSTEM OF TREATMENTS**
Featuring Original
Battle Creek Treatments
Swedish Massage - Colonic Therapy
FOR RHEUMATIC AILMENTS
Reducing, Steam, Electric Cabinets
Separate Departments
J. A. Meads Mrs. J. A. Meads
828 N El Dorado2-0262
- SILSBY L HEALTH STUDIO**
Massage & Baths
222 N Stanislaus2-4445

Baths—Internal—See Colonic Irrigation

There are 6,156 telephone companies serving the United States.

Batteries—Repairing

- GRAF BATTERY CO** 308 E Lafayette9-9283
(See Advertisement This Page)
- VALLEY PIONEERS**
Sales & Service
1751 Mt Diablo3-2130

Batteries—Retail

- A T A TIRE SERVICE**
Seiberling & Dunlop
245 N Hunter4-4578
- AUTO-LITE STA-FUL BATTERIES**

THE BATTERY
THAT NEEDS
WATER ONLY
3 TIMES A YEAR

AUTO-LITE

"WHERE TO BUY THEM"

DISTRIBUTORS

- B & P AUTO SERVICE**
El Dorado & Channel2-1143
- CHANSOR & LYON CO** 421 N Hunter9-9011

DEALER

- RALPH CARTER CO** 318 E Miner7-7916

- B & P AUTO SERVICE**
El Dorado & Channel2-1143
- CALIFORNIA AUTO SUPPLY CO**
222 N El Dorado5-5959
- CHINA GARAGE**
Willard Batteries
222 S Center2-5814
- DEZZANI & CURRY** 2060 E Main7-7523
- EXIDE BATTERIES**

The honest, accurate advice
of the Dealers listed below
will prolong your battery's
life.



WHEN IT'S AN EXIDE YOU START

"FOR SERVICE CALL"

WHOLESALE

- AUTOMOTIVE PARTS CO**
244 N Hunter7-7968
- KRAFFT SERVICE** El Dorado & Park.9-9795

RETAIL DEALERS

- EDEN SQ AUTOMOTIVE SERV**
933 N El Dorado4-4993
- FETSCH STANLEY & SON**
1405 E Miner6-6663
- Krafft Service El Dorado & Park.9-9795
- LUCAS THOMAS M INC**
El Dorado & Magnolia6-6961
- Miller Auto Supply 110 E Miner5-5985
- Peirano Joe 2212 Waterloo Rd.2-3732
- Sunnyside Service Station
1068 Waterloo2-7749
- UNION GARAGE** 240 S Sutter4-4789

MARINE DEALER

- ETS-HOKIN & GALVAN**
233 N Sn Joaquin5-5621

**GOLD-SEAL
BATTERIES**

Batteries
New
Rented
Recharged



**MORGAN'S
Shell Service Station**

300 S. California 3-4692

Batteries—Retail—(Cont'd)

FISK BATTERIES

RECHARGING
RENTAL
Prompt, Dependable
Service
ON ALL MAKES



*TIME TO RE-TIRE-Reg. U.S. Pat. Off.

"WHERE TO BUY IT"

DISTRIBUTORS

- DONALDSON J F & SONS**
240 N Hunter5-5604

- GOODYEAR SERVICE STORE**
130 N El Dorado5-5834
- Morgan's Shell Service Station
300 S California3-4692

- (See Advertisement This Page)
- Stockton Battery Co 512 E Washington2-8587
- Stockwell Norman L 1420 E Miner2-2204
- Watt Automotive Service 102 S Wilson Wy.2-4171

WILLARD BATTERIES—

- SUNNYSIDE SERVICE STATION**
1068 Waterloo2-7749

Batteries—Whsle & Mfrs

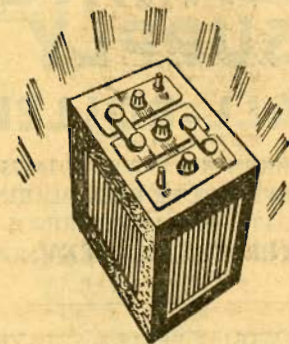
- AUTO ELECTRIC CO**
Delco Batteries
233 N Hunter4-4741
- DONALDSON J F & SONS** 240 N Hunter5-5604
- Exide Battery Distr 233 N Sn Joaquin5-5621

(Continued Next Page)

Friends may not know how to reach you if the telephone at your residence is listed under another's name. You may have a separate listing under your own name for small cost—and convenience that is often great.

NEW & REBUILT BATTERIES

Guaranteed Repairing



We Specialize in
**INDUSTRIAL & COMMERCIAL
BATTERIES**

TRUCK & MARINE

Dial 9-9283

GRAF BATTERY CO.

308 E. Lafayette Stockton, Calif.

Batteries—Whsle & Mfrs—(Cont'd)

- HOBBS BATTERIES—**
IMMEL MOTOR PARTS CO 130 E Miner... 5-5691
- MAXWELL MOTOR SUPPLY CO**
Delco Batteries
228 N El Dorado... 8-8586
- MORRIS AUTO SUPPLY CO** 507 E Miner... 4-4761
- SUN BATTERIES—**
SUN BATTERY CO
16122 Via Alamitos Sn Lorenzo
(Toll) Call "Operator" for... Lucerne 1-3171
- WILLARD BATTERIES—**
DISTRIBUTOR
MORRIS AUTO SUPPLY CO
507 E Miner... 4-4761

Bean Brokers & Dealers

Mountain States Bean Co 101 N El Dorado... 3-0767

Bean Cleaning

Stockton Bean Warehouse Inc
Oro & Railroad Av... 3-0230

Beans—Dried

DONEUX ROLAND C 18 W Weber... 8-8603
KLEIN BROS 48 W Weber... 5-5731
LYNG ED J Coldwell & 99 Hwy Modesto
(Toll) Call "Operator" for... Modesto 3322

Bearings—Babbitt, Bronze, Etc

KYLE & CO 348 N Harrison... 7-7831

Bearings—Ball & Roller

BEARING SUPPLY THE 300 N Wilson Wy... 4-4859
(See Advertisement This Page)

IMMEL MOTOR PARTS CO
Distr For Timken-Fafnir-RBC Bearings
130 E Miner... 5-5691

Bearings—Ball & Roller—(Cont'd)

- MAXWELL MOTOR SUPPLY CO**
228 N El Dorado... 8-8586
- Miniature Precision Bearings Inc
Miniature Precision Bearings
290-9th S F
(Toll) Call "Operator" for... Hemlock 1-2200
- MORRIS AUTO SUPPLY CO** 507 E Miner... 4-4761
Schweitzer Albert M
Miniature Precision Bearings
290-9th S F
(Toll) Call "Operator" for... Hemlock 1-2200

SEAL MASTER BALL BEARING UNITS

- Pillow Blocks
Flange Units
Cartridge Units
Take-Up Units
- SEALMASTER**

Self Aligning without Distortion of Permanent Seals

"WHERE TO BUY THEM"

FACTORY BRANCH
S-A PRODUCTS CO 151 Mission S F
(Toll) Call "Operator" for... Garfield 1-8666

Bearings—Rebabbiting

BRYER'S GEO L PISTON & RING SERV

- PISTONS - RINGS - PINS - BEARINGS
REBORING
ROD ALIGNING
REBABBITING
LINE BORING
- 208 N Wilson Wy... 2-1592

Beauty Culture Schools—See Schools

Plan your shopping with the Classified Telephone Directory.

Beauty Shop Equipment & Supplies

BEWALT BEAUTY SUPPLY CO

America's Finest Hairwaving Supplies
Amirol - Clairol - Eternal
Roux - Technique Hair Coloring
Nutrine Hair Preparations
Regent Cold Waves
La Maur & Modart Shampoo
604 E Market... 3-7294

FRESNO BEAUTY & BARBER SUPPLY CO

901 L Fresno
(Toll) Call "Operator" for... Fresno 4-4703
(See Advertisement This Page)

MONARCH BEAUTY SUPPLY CO

Exclusive Distributor
NESTLE - LE MUR
Cold Wave Machine & Machineless
Roux Hair Dye Products-Eternal Hair Dye
Equipment & Chrome Furniture
207 N California... 3-1444

STOCKTON BEAUTY & BARBER SUPPLY

123 S Sutter... 2-0161
(See Advertisement This Page)

TIETJEN'S BARBERS & BEAUTY SHOP SUPPLIES

129 E Market... 5-5203

Beauty Shop Equipment & Supplies—Repairing

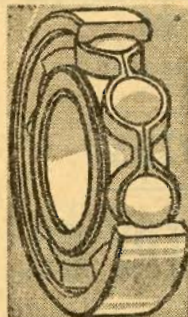
Songer S & Co 123 S Sutter... 2-0161

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.

THE BEARING SUPPLY BALL-ROLLER

TIMKEN ROLLER BEARINGS
NEW DEPARTURE BALL BEARINGS
HYATT ROLLER BEARINGS
FAFNIR-MRC BALL BEARINGS

INDUSTRIAL BELTS & SHEAVES
NATIONAL OIL SEALS
BRONZE BUSHINGS



AUTOMOTIVE INDUSTRIAL

TELEPHONE
4-4859

300 N. Wilson Way
STOCKTON

EQUIPMENT and SUPPLIES

for
BEAUTY SALONS BARBER SHOPS

If It's Used in a Beauty Salon Fresno Beauty Supply Sells It

Largest Stock of Supplies and Equipment in the Valley
Sole Distributors
HELENE CURTIS
Supplies & Equipment

Koken Beauty & Barber Equipment

Cold Waves
Elasti-Curl

Eugene Dryers & P. W. Machines

Clairol - Roux - Eternal
Dyes and Tints



Farel-Destin
Cosmetics
Revlon

CONTOURE' COSMETICS

PHONE

(Toll) Call "Operator" for
FRESNO 4-4703

Or Write

FRESNO BEAUTY AND BARBER SUPPLY CO.

901 L ST. FRESNO

Stockton Beauty & Barber Supply

Complete Equipment & Supplies for Beauty & Barber Shops

- ROYALCHROME FURNITURE
- HUDSON FURNITURE
- HALLIWELL
- LA MAUR PRODUCTS
- CONTOURE' COSMETICS
- ROUX & CLAIROL

123 S. Sutter

Phone

2-0161

When you call somebody by telephone

PLEASE DON'T "HANG UP" TOO SOON

"Play Ball" with him by giving him time to answer.

Beauty Shops

- ADELAIDE'S BEAUTY SHOP**
1203 Buena Vista.....3-1242
- AILEEN'S BEAUTY SALON**
2314 N El Dorado.....2-2511
- American Beauty Salon 536 N American.....3-0541
- Andrews' Beauty Shop 912 S California.....2-6321
- Avant's Beauty Nook 232 S Center.....4-1671

AVENUE BEAUTY SALON

Specializing In
PERMANENTS
COLD WAVES & ALL OTHER TYPES
HAIR STYLING

2321 Pacific Av.....2-0829

- Bailey's Beauty Shop 2658 E Main.....2-2237
- Beauty Box 348 N Calif.....2-1104
- Beauty Bungalow 344 S El Dorado.....5-5010
- Beauty Nook 1253 School.....8-8390
- BECHLOFF'S BEAUTY SALON** 2320 Pacific.3-0884
(See Advertisement Following Page)
- Bert's Beauty Shop 2741 Waterloo Rd.....2-2193
- Buena Vista Barber & Beauty Shop
1237 Buena Vista.....3-7237
- CALIF BEAUTY SHOP**
Edna S Gianelli-Owner
Bk of Amer Bldg.....4-4188
- CAMEO BEAUTY SALON NO 1**
144 S Wilson Wy.....2-2327
(See Advertisement Following Page)
- Cameo Beauty Salon No 2 309 E Charter.....3-7427
- CARNATION BEAUTY PARLOR**
312 E Market.....2-8397
- CHARM BEAUTY SALON** 414 E Market.....5-5991
(See Advertisement Following Page)
- China Beauty Salon 244 S Sn Joaquin.....2-3180
- Clara's Beauty Shop 24 W Lafayette.....9-9866
- CONTINENTAL BEAUTY SALON**
Mrs Olive Atwood-Owner
236 N Sutter.....3-1206
- Crystal's Beauty Shop 1128 N Wilson Wy.....4-4320

DELLRAE'S BEAUTY STUDIO

DELL PARSONS BARNES
EXCLUSIVE
BEAUTY SERVICE

Between El Dorado & Hunter
150 E Pine.....3-4591

- DOROTHY & MABEL'S BEAUTY SALON**
29 S San Joaquin.....5-5172
(See Advertisement Page 33)
- EDEN SQUARE BEAUTY SALON**
Mrs Jane Owen Prop
38 E Acacia.....2-6755
- Edith's Beauty Shop 1507 S Sutter.....2-2742
- Elmwood Beauty Shop 1616 Elmwood.....8-8163
- ESTHER'S BEAUTY SALON** 2061 E Main.....2-0355
(See Advertisement Page 33)
- EX-CEL-CIS BEAUTY SALON**
420 E Lindsay.....2-0263
(See Advertisement Page 33)
- Fern Beauty Shop 1231 E Miner.....3-0211
- Finesse Beauty Salon 326 N Calif.....3-2176
(See Advertisement Page 33)
- FREITAS HAZEL BEAUTY SHOP**
426 E Weber.....2-5795
(See Advertisement Following Page)
- Gertie's Beauty Shop** 318 1/2 S El Dorado...3-8259
- Golden Rule Beauty Shop
Donna Songer
917 N Yosemite.....2-5633
- GOODRICH BEAUTY COLLEGE** 117 N Calif.2-9333
(See Advertisement Page 33)
- Gwen's Beauty Shop 2732 E Sonora.....4-4160
- Harper Beauty Shop Bk of Amer Bldg.....2-0201
- Home Beauty Service 119 W Oak.....2-7867
- ILA MAE BEAUTY SHOP**
Ila Mae Fritschle
214 S Cardinal Av.....2-5530
- Ila's Beauty Shop 639 North F.....4-2234
- JONES KAY BEAUTY SALON**
6 N California.....3-0545
- Juanita's Beauty Shop 2056 Mt Diablo.....3-0765
- Juliana Beauty Lounge 202 E Lafayette.....3-4118
(See Advertisement Page 33)
- Kathryn's Beauty Shop Highway 50.....3-8094
- LA BELLE BEAUTY SALON**
Margaret Rond-Prop
330 W Harding.....2-6345
(See Advertisement Page 33)

(Continued Next Page)

P

ARISIENNE

BEAUTY SALON

Telephone
2-2405
FOR APPOINTMENT

A Complete
BEAUTY SERVICE
Including
Removal of Superfluous Hair
By Electrolysis

40 S. CALIFORNIA STREET STOCKTON

MAIN SALON of BEAUTY

418 E. Main St. - Room 6

WHERE YOU GET THE TWO WAY CHARMER
FOR ONE PRICE

A PERFECT HAIRCUT

A PERFECT WAVE

All Lines of Beauty Culture = Perfection

Condition and Types of Hair
Given Personal Consideration

Specializing in All Types of
Permanents - Dyes - Bleaches
& Haircutting

DIAL
2-1575
STOCKTON

Open Evenings by Appointment

WATERFALLS & HAIR PIECES OBTAINABLE

AILEEN MARENGO - Owner



*A Modern Salon
Patronized for
Distinctive Beauty
Service*

*Famous
for Smart Hair Styles
and Beautiful Permanents*

FOR APPOINTMENTS
Dial 5-5851
SMITH & LANG INC.
MAIN AND SAN JOAQUIN

*"Stockton's Finest
Store"*

Beauty Shops—(Cont'd)

LA FRANCE BEAUTY SHOP
1226 E. Harding Wy. 7-7405
(See Advertisement Opposite Page)

LOIS' BEAUTY SALON
High Class Work - Expert Operators
**ALL LINES OF
BEAUTY WORK**
Radio - Permanent & Cold Waves
Razor Shaping
234 E. Charter. 3-0587

Looking Glass Beauty Shop 2151 E. Main. 3-0505
Lou's Beauty Shop 345 S. Madera Av. 3-9359
MAIN SALON OF BEAUTY 418 E. Main. 2-1575
(See Advertisement Preceding Page)
Martha Ann Beauty Salon 3219 E. Myrtle. 2-3868
MARY'S BEAUTY SHOP 1044 N. El Dorado. . 4-4449
(Continued Next Page)

*All Lines of
Beauty Culture*



Helene Curtis Method

COLD WAVES
MACHINE - MACHINELESS
RENO CURLY CUTTING
AIR CONDITIONED SHOP

Open Thursday Evenings by Appointment

**CAMEO BEAUTY
SALONS**

2 Locations to Serve You

144 South Wilson Way - Dial 2-2327

309 E. Charter - Dial 3-7427

LUCILLE WATTS

Complete
BEAUTY SERVICE



GEORGE BECHLOFF
Member of Los Angeles and Hollywood Coiffure Guild
AND HIS STAFF OF ARTISTS
Design and Interpret the Coiffure to Match
Your Own Individuality & Personality

**BECHLOFF'S
BEAUTY SALON**
Dial 3-0884
2320 Pacific Ave. Stockton

Air Conditioned
Personalized Beauty Service



High Class Work - Expert Operators
All Lines of
**BEAUTY WORK - RADIO WAVES
PERMANENT WAVING - COLD WAVES**
Complete Line of
COSMETICS - HAIR PIECES - RAZOR SHAPING
Where Your Business Is Appreciated

**Charm
BEAUTY SALON**
414 E. MARKET
Phone 5-5991
LILLIAN DEMPSTER & LOIS FERGUSON, Owners



"Every Beauty Service by Expert Hands"
Featuring: Custom Permanents—Individual
Facials—Hair Tinting

Hazel Freitas Beauty Shop
426 E. Weber: Phone 2-5795

Beauty Shops-(Cont'd)

MERLE NORMAN COSMETIC STUDIO

Teaches You the
ART OF APPLYING YOUR
DAILY MAKE-UP

FEATURING
ROLLEY'S PERFUMES & COLOGNES
Truly America's Finest

2 N Sutter.....2-3376

Michael's Beauty Shop.....2-3898

Weber & Wilson Wy.....7-7371

MILADY BEAUTY SHOPPE 111 N Sutter..7-7371
(Continued Next Page)

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."

Finesse
BEAUTY SALON



Hope Martinex
and
Nadine Farley, Props.

*A Beauty Service
of
Quality &
Satisfaction*

EVENINGS BY APPOINTMENT

Phone 3-2176

326 North California



Rudellat's
Beauty Shop

HELEN RUDELLAT
For

**MODERN COIFFURES
TINTING - BLEACHING**

DIAL
2 - 5 7 0 0

31 N. Sutter

Stockton



BEAUTY SCHOOL

Build Your Future
In Beauty Culture

Enroll Now At

**THE STOCKTON
SCHOOL OF BEAUTY**

All New and Modern
Equipment

SPECIAL HAIRCUTTING
INSTRUCTOR

Day - Evenings - Part Time Classes
Easy Payment Plans

MR. FEDERICO, Owner & Instructor
38 S. California 3-5528

VERN LEE
Beauty Shoppe

LEAH HUSTON
VERNA MILLER



Specializing in

PERMANENT WAVING

Room 207
Bank of America Bldg. Dial 2-6278

Permanents
OF ALL TYPES

HAIR DYEING
FACIALS
MANICURES



Dorothy & Mabel's
BEAUTY SALON

7 Competent Operators

Call 5-5172

29 S. SAN JOAQUIN



Ex-Cel-Cis
Beauty Salon

PERMANENT WAVES
HAIR DYEING
FACIALS
MANICURES

420 E. Lindsay

Phone 2-0263

ESTHER'S BEAUTY SALON

Esther Williams
Prop.

PHONE
2-0355

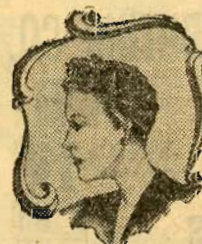
We Specialize in
**PERMANENT
WAVING**

A COMPLETE
BEAUTY SERVICE
RAZOR SHAPING
& HAIR STYLING



2061 E. Main

Stockton



COMPLETE
BEAUTY SERVICE

Specializing in
Permanent Waves
Hair Tinting
Dyeing - Bleaching

JULIANA BEAUTY LOUNGE

SEGUNDA C. REYES, Prop.

Evenings by Appointment
Phone 3-4118

202 E. LAFAYETTE

STOCKTON

La France
Beauty Shop

Specializing In

COLD WAVING & MACHINELESS WAVING
1226 E. Harding Way

THELMA HAYDEN MILDRED CARDIFF

FOR APPOINTMENT

DIAL 7-7405

La Belle Beauty Salon
MARGARET ROND, Prop.



FOR APPOINTMENT

Dial 2-6345

Specializing in

**ALL TYPES OF PERMANENT WAVING
HAIR CONDITIONING - TINTING &
HAIR STYLING**

Ample Parking Space
330 WEST HARDING

**GOODRICH
BEAUTY
COLLEGE**

Learn Beauty Culture
The Right Way
Get the Best In
Beauty Training
Enroll Now!

Save on All
Beauty Work Done
by Advanced Students

117 N. California

2-9333



Beauty Shops—(Cont'd)

MODERNE BEAUTY SHOP
PERSONAL ATTENTION
 WITH
COMPLETE BEAUTY SERVICE
 Over The Owl Drug Store
JOSEPHINE FRENCH - Owner
 6 N California.....2-2756

Northcrest Beauty Salon
 2206 N El Dorado.....2-6895
 Oaks Beauty Shop 1160 N Wilson Wy.....2-3491
 Olga Beauty Shop 119 S Sutter.....2-6501
 Olive Beauty Shop 941 S Sn Joaquin.....3-0147
 If no answer call.....3-1252
 Ophir Street Beauty Shop 446 N Ophir.....2-8613
PARISIENNE BEAUTY SALON
 40 S California.....2-2405
 (See Advertisement Page 31)

QUEEN'S BEAUTY STUDIO THE
 High Class Work - Expert Operators
 All Lines of Beauty Work
 Radio - Permanent & Cold Waves
 Razor Shaping
 "Doll Up for the King at the Queen's"
 218 W Harding.....2-4306

REGINA BEAUTY SHOP
 VIRGINIA LEFEVER
 LATEST STYLE PERMANENTS
 HAIR CUTTING IS OUR
 SPECIALTY
 Open Evenings by Appointment
 206 N California.....9-9428

ROSE BEAUTY SHOP
 We Specialize In The Rytette Cold Wave
 1424 1/2 S El Dorado.....3-0277
 Rudellat's Beauty Shop 31 N Sutter.....2-5700
 (See Advertisement Preceding Page)

Beauty Shops—(Cont'd)

Ruth's Beauty Shop 119 W Market.....3-5428
SMITH & LANG INC Main & Sn Joaquin...5-5851
 (See Advertisement Page 32)
STERLING PERMANENT WAVE STUDIO
 Main & Hunter.....2-2490
 If no answer call.....8-8616

STOCKTON BEAUTY SALON
 FEATURING
 FACIALS - PERMANENT WAVING
 & HAIR TINTING
 OPEN EVENINGS BY APPOINTMENT
 Mezzanine of Day & Nite Drug Store
 Stockton Hotel Bldg
 145 E Weber.....9-9219

STOCKTON DRY GOODS BEAUTY SALON
 Main & Hunter.....7-7555
 Stockton School Of Beauty 38 S California...3-5528
 (See Advertisement Preceding Page)

SUBWAY RINGLETTE BEAUTY SHOP
 FLORENCE SCRIBNER & EDNA VINCENT
 COMPLETE BEAUTY SERVICE
 PERMANENT WAVE SPECIALIST
 848 E Miner.....2-0874

TRIANGLE BEAUTY SHOP
 LET US CREATE
 DISTINCTIVE COIFFURES
 FOR YOUR
 DISCRIMINATING TASTE
 942 Waterloo Rd.....7-7536

The oldest of all the telephone industries traditions is service.

Beauty Shops—(Cont'd)

UNITED ASSOCIATION OF REGISTERED COSMETOLOGISTS
 THE FOLLOWING SHOPS ARE MEMBERS OF THE UNITED ASSOCIATION OF REGISTERED COSMETOLOGISTS



"FOR SERVICE CALL"

ADELAIDE'S BEAUTY SHOP
 1203 Buena Vista.....3-1242
BECHLOFF'S BEAUTY SALON
 2320 Pacific Av.....3-0884
CONTINENTAL BEAUTY SALON
 236 N Sutter.....3-1206
DELLRAE'S BEAUTY STUDIO
 150 E Pine.....3-4591
DOROTHY & MABEL'S BEAUTY SALON
 29 S Sn Joaquin.....5-5172
FREITAS HAZEL BEAUTY SHOP
 426 E Weber.....2-5795
LA FRANCE BEAUTY SHOP
 1226 E Harding Wy.....7-7405
MODERNE BEAUTY SHOP
 6 N California.....2-2756
PARISIENNE BEAUTY SALON
 40 S California.....2-2405
SMITH & LANG INC
 Main & Sn Joaquin.....5-5851
STOCKTON BEAUTY SALON
 145 E Weber.....9-9219
WONDER THE 340 E Main.....6-6871

VERN LEE BEAUTY SHOPPE
 Bk Of America Bldg.....2-6278
 (See Advertisement Preceding Page)
 Wagon Wheel Beauty Shop
 1122 E Lafayette.....7-7503
 West Eighth Beauty Shop 17 W 8th.....2-1459

WONDER THE
 A Complete Beauty Service
 PERMANENT WAVES
 HAIR TINTING
 LILLIAN POWERS
 Mezzanine Floor
 340 E Main.....6-6871

Yosemite Beauty Shop
 Donna Songer
 917 N Yosemite.....2-5633

Beds
 Sweet N & Sons 329 E Market.....7-7187

Beds—Hospital
 See Hospital Equipment & Supplies

Beer & Ale—Distrs

ABDALLAH C M CO
 Distributors
 WHOLESALE GROCERS
 Jobbers of Paper Products
 Coors Beer
 Fine Wines
 WHOLESALE CONFECTIONERS
 815 E Weber.....5-5805

BAROSSO'S BEVERAGE CO 445 W Main...4-4561
 (See Advertisement Opposite Page)

BELL DISTRIBUTING CO
 130 W Channel.....4-4818
 (See Advertisement This Page)

BURGERMEISTER BEER—
 VICTORY SODA WORKS 1514 E Market...2-2492

CENTRAL DISTRIBUTING CO
 16 S Wilson Wy.....5-5178
 (See Advertisement Page 36)

DELTA DISTRIBUTING CO 1041 W Weber...2-0183
 (See Advertisement Opposite Page)

EL DORADO BREWING CO
 617 N Stanislaus.....9-9091
 (See Advertisement This Page)

(Continued Next Page)

Telephone service is one of the unifying forces of the nation.

BELL DISTRIBUTING CO.

Distributors for

HAMM'S BEER

and

GOLDEN GLOW BEER & ALE

EMIL SICKS SELECT BEER



Distributors for
CANADA DRY GINGER ALE INC.
 WINES, ETC.

130 W. CHANNEL

Dial 4-4818

VALLEY BREW

PALE
PREMIUM BEER
 and
LONDON TAVERN ALE

Phone 9-9091

El Dorado Brewing Co.

617 N. STANISLAUS
 Stockton, Calif.

Continuously Since 1853

Beer & Ale-Distrs--(Cont'd)

- GOLDEN GLOW BEER & ALE--**
BELL DISTRIBUTING CO
130 W Channel.....4-4818
- HAMM'S BEER--**
BELL DISTRIBUTING CO
130 W Channel.....4-4818
- Inland Distributors 831 S Center.....2-8102
(See Advertisement Following Page)
- LONDON TAVERN ALE--**
EL DORADO BREWING CO
617 N Stanislaus.....9-9091
- LUCKY LAGER BEER--**
DELTA DISTRIBUTING CO
1041 W Weber.....2-0183
- MAFFEI A & CO** 419 W Main.....5-5813
(See Advertisement This Page)
- NATIONAL PREMIUM BEER--**
BEACON DISTRNG CO 229 W Weber...6-6787

NEUMAN BEN

DISTRIBUTOR
G-B BEER
ELENA & REGINA WINES
Warehouse 1001 E. Hazelton
210 E Cleveland.....3-6198
If no answer call.....2-7793

Pacific Brewing & Malting Co 432 S Aurora...6-6924
QUALITY DISTRIBUTING CO 31 S Aurora...2-4293
(See Advertisement This Page)
(Continued Next Page)

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

Barosso's Beverage Co.

Distributors For

BUDWEISER  BEER

SAN MARTIN
and
I. V. C. WINES
CHAMPAGNE



CANADA DRY GINGER ALE, INC.

Phone 4-4561

445 WEST MAIN STREET STOCKTON

A. MAFFEI & CO.

Distributors of

ACME BEER



PABST BLUE RIBBON



BEER

and



ROMA WINES

Manufacturers of
KIST BEVERAGES

Phone 5-5813

419 W. Main

Stockton

People really like
Bürgermeister



PALE BEER
& ALE

Ask Your Dealer

VICTORY Soda Works

1514 E. Market

Dial 2-2492

Schlitz
The Beer
That Made Milwaukee Famous

RISHWAIN
DISTRIBUTING
COMPANY
Dial 9-9067.

949 E. MAIN



RAINIER
BEER - ALE - STOUT

Dial
3-5637 or 2-5730

SERV-U DISTRIBUTING CO.

1020 E. CHURCH



Lucky Lager Beer
Miller's High Life
Grape Gold Wine

DELTA
DISTRIBUTING CO.
2-0183

1041 W. Weber



QUALITY
Distributing Co.

For

GOOD TASTE



Distributors of
FRANZIA WINES
BLATZ BEER
IMPORTED WINES

DIAL
2-4293

31 S. Aurora

Stockton

Beer & Ale Distrs—(Cont'd)

- REGAL BREWING CO DISTR**
16 S Wilson Wy.....5-5178
- REGAL PALE BEER—**
CENTRAL DISTRIBUTING CO
16 S Wilson Wy.....5-5178
- RISHWAIN DISTR CO** 949 E Main.....9-9067
(See Advertisement Preceding Page)
- SCHLITZ BEER—**
RISHWAIN DISTR CO 949 E Main.....9-9067
- Serv-U Distributing Co** 1020 E Church.....3-5637
(See Advertisement Preceding Page)
- SICKS' SELECT BEER—**
BELL DISTRIBUTING CO
130 W Channel.....4-4818
- VALLEY BREW BEER—**
EL DORADO BREWING CO
617 N Stanislaus.....9-9091
- Victory Soda Works** 1514 E Market.....2-2492
(See Advertisement Preceding Page)
- WIELAND'S BEER DISTR** 432 S Aurora...6-6924

Beer Parlors

- Abreu's Club 402 S Orange.....2-9963
- Adeline Cafe 24 E Market.....2-9821
- Aero Club The 436 E Weber.....2-9200
- Agua Caliente 45 W Market.....3-3738
- AL'S PLACE** 2921 E Market.....2-9984
- American Inn 1201 S Wilson Wy.....2-8405
- Annetta's 2902 Waterloo Rd.....8-8776
- Annie's Inn 2539 E Main.....2-9388
- ART'S INN**
Arthur H Ervin-Owner
Highway 50.....3-2547
- Art's Place 2510 E Main.....2-9030
- Aurora Cigar Store 901 E Main.....2-1538
- Azores Inn 33 N Center.....2-9921
- BASSO ART** 602 E Market.....2-2120
- Betty's Club 4123 E Main.....2-9660
- BILLY'S** 949 S Wilson Wy.....2-9287
- Canteen-Six 6 S Center.....2-9526

Beer Parlors—(Cont'd)

- CHARTER WAY INN** 301 E Charter.....2-9171
Cherokee Inn
Open 7 Days A Week
99 Hwy.....2-9527
- CLOVER CLUB**
Tony Garofalo-Prop
33 S California.....2-9161
- COLOMBO INN** 226 S Center.....2-9035
- Cool Corners 703 S Center.....2-9426
- COPA-DE-ORO** 8 E Washington.....2-9371
- Croce's Waterloo Club Waterloo Rd.....2-5982
- CRUISE INN** 149 S Wilson Wy.....2-9611
- DAD'S & MOM'S PLACE** 513 N California...2-9664
- DAL PORTO'S** 645 E Main.....2-2363
- DO DROP INN**
Ice Cold Beer & Wine-Good Meals
2600 E Lafayette.....2-9733
- DUCKY'S INN** 2030 McKinley Av.....2-9372
- EASTSIDE INN** 215 S Wilson Wy.....2-9051
- Elbow Room 1341 S Ophir.....2-9820
- El Charrito 212 E Market.....2-9985
- EL CORRAL CAFE** 4100 E Main.....2-9468
- El Dorado Club 1750 S El Dorado.....2-9861
- EL DORADO INN** 32 N El Dorado.....2-9297
- EL JALISCO CAFE** 14 S Center.....2-9939
- Estrellita Cafe 27 W Main.....2-9791
- Fair Oaks Club 2301 E Main.....2-2794
- FLOR DE MEXICO** 206 S Center.....2-9571
- Forty-Nine Inn 23 N El Dorado.....2-9565
- Frank's Bar 1303 W Sonora.....2-3502
- George's Play House Waterloo Rd.....3-0137
- Gilda's Place 17 E Market.....2-9398
- Gladway Highway 50.....3-3085
- Golden Gate Inn 117 S El Dorado.....2-2587
- GOTITA DE AGUA**
Restaurant In Connection
33 W Market.....2-9643
- Gray Goose Inn Waterloo & Rhode Is.....4-1472
- Growers Inn 200 N Wilson Wy.....2-9965
- Handy Spot
Light Lunches-Sandwiches
1147 S El Dorado.....2-9068
- Harbor Inn Main & Center.....2-9004
- HARLAM GRILL**
Restaurant In Connection
441 W Washington.....2-9695
- Hermitage The 46 N El Dorado.....3-0141
- Hi-Ho Club 1305 S El Dorado.....2-9538
- Hotel Lincoln Tavern 122 S El Dorado.....2-3460
- JAMES & GINO'S PLACE**
Specializing In Italian Dinners
Beer & Wine
210 E Market.....2-3709
- Jewel's 2349 Waterloo Rd.....2-9089
- Joe's Place 47 N Hunter.....2-1896
- John's 302 E Market.....8-8418
- Kelley's Hwy 50.....2-4937
- LA CUCARACHA CAFE** 121 W Market.....2-9704
- La Rosa Cafe 140 E Market.....2-9362
- LAS PALMERAS CAFE** 6 E Washington.....2-9589
- Lema's Inn 3101 E Main.....2-7925
- Leslie's Canteena 2926 E Market.....2-9040
- Lido Club 111 N Wilson Wy.....9-9137
- Lincoln Hotel Tavern 122 S El Dorado.....2-3460
- LINCOLN INN** 106 S El Dorado.....2-9210
- Little Club The 4341 E Main.....4-4964
- LORRAINE INN**
H B Clair-Owner
20 S Center.....2-9236
- MARY'S PLACE**
Restaurant In Connection
120 S Center.....2-9196
- MASE'S COCKTAIL LOUNGE** 21 N Calif...2-7358
- MERCHANT MARINE CAFE** 139 S Hunter...2-9192
- MIKE'S** 13 S Wilson Wy.....3-8465
- Mills Inn 925 E Main.....2-1724
- Minnow Club 1002 Ryde.....2-7403
- Missouri Inn 22 S El Dorado.....2-9428
- MY PLACE** 102 S Center.....2-9012
- New Art's Place 2510 E Main.....2-6693
- NICKEL INN** 2310 E Main.....2-9413
- OAK PARK INN** 3212 N California.....2-9469
- OAKWOOD CLUB** 344 N California.....2-9370
- OFIS INN** 47 S Hunter.....2-9512
- Olympic Inn 930 E Main.....2-9625
- ONE O NINE CLUB**
Pete Leonardini-Morris Cruvell-Owners
109 S Sn Joaquin.....2-9143
- One Thirteen Club 113 S Calif.....2-9260
- Oro Inn 315 S Wilson Wy.....2-9387
- OWL CLUB THE** 33 S Sn Joaquin.....2-9294
- Pacific Grill 248 N El Dorado.....2-9027
- Padulas Subway Inn 1515 E Scotts.....2-4318
- Panelli L J 14 E Market.....4-1618
- PAOLETTI VIC** 15 E Market.....2-9179

Beer Parlors—(Cont'd)

- PASO DEL NORTE**
Cruz Vasquez
24 W Main.....2-9466
- PETE'S PLACE**
Pete Trucco-Owner
201 N California.....2-9373
- POPULAR INN** 48 E Washington.....2-0123
- R INN** 2460 N Wilson Wy.....2-0635
- RED'S CLUB**
Red Vasquez-Owner
518 E Charter Wy.....2-9414
- REGAL INN**
Restaurant In Connection
317 N Wilson.....3-3683
- Rink's Place Collegenille Mariposa Rd.....3-4061
- RIO GRANDE CAFE** 107 W Market.....2-9640
- RIO ROSA** 21 1/2 N Center.....2-9145
- Riviera Club 111 E Market.....2-9108
- ROMA INN** 34 S El Dorado.....6-6532
- Rosedale Beer Parlor 1 N Center.....5-5385
- Santa Fe Inn 244 E Taylor.....2-9550
- SAVOIA RESTAURANT & CLUB**
Light Lunches-Short Orders
36 E Market.....2-9235
- SEVEN FORTY-FIVE CLUB**
Clyde Stephens-Owner
745 E Oak.....8-8145
- Seven-Twenty One Club 721 E Main.....2-3589
- Stagg Inn 301 S El Dorado.....5-5294
- Stockmen's Headquarters 138 E Market.....2-9085
- Stocktonia 228 E Taylor.....2-0736
- Subway Tavern 702 E Charter.....2-9804
- SUNNYSIDE INN** 1064 Waterloo.....4-4445
- Sylvia's Club 724 S Sn Joaquin.....2-2629
- Tavern The 42 S Sutter.....2-9134
- TONY'S** 48 S American.....2-9265
- Travelers Inn 129 S Center.....3-0469
- Traveler's Inn 129 S Center.....2-9662
- Triangle Inn Waterloo Rd & Wilson Wy.....3-0628
- Turf Club 232 E Market.....2-9668
- Turnpike Inn 163 Turn Pike.....2-9573
- TWELVE CLUB** 4425 E Main.....3-7367
- TWO-O-SIX CLUB**
Specializing In Delicious Chill
206 E Market.....2-9558
- U S Inn 101 S Center.....2-4881
- Uncle Tom's Cabin Holt.....2-5945
- UNION INN** 112 E Market.....2-9682
- WASHINGTON HOUSE**
Frank Arsenault & Louis Gianni-Owners
Mariposa Rd.....3-1246
- Waterfront Inn 201 N El Dorado.....2-3673
- Weber Inn 548 E Weber.....2-9194
- Why Inn
Because Drinks & Food Are Better
24 E Main.....2-9269
- Workman's Tavern 2503 S McKinley.....2-3527
- Yankee Doodle Inn 15 N El Dorado.....2-4523
- Yankee Doodle Inn 15 N El Dorado.....2-9917
- Yellow Front Inn 43 S Center.....2-9592
- YOSEMITE INN**
Fine Home Cooked Food
1001 W Church.....2-9609
- ZIEGLER'S RENDEZVOUS**
LIQUOR - MIXED DRINKS
BUFFET SERVICE - BILLIARDS - POOL
CARD CLUB ROOM
CIGARS AND CIGARETTES
29 S Sutter.....2-2711

ZONA'S TWENTY-ONE CLUB

- 21 N Wilson Wy.....2-9707

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.

CENTRAL DISTRIBUTING CO.

REGAL PALE BEER

BELFAST BEVERAGES

Phone
5 - 5 1 7 8

16 S. WILSON WAY STOCKTON



INLAND DISTRIBUTORS

FAMOUS

A · B · C · BEER

ROYAL HOST WINES

CANDIES - TOBACCOS

Phone **2-8102**

ERNEST B. CERNEAU, Prop.
831 - 837 S. CENTER ST.

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

Belting-Mechanical

- BEARING SUPPLY THE**
Industrial V Belts & Sheaves
300 N Wilson.....4-4859
- CAMBRIDGE WIRE CLOTH CO**
Metal Mesh Conveyor Belts
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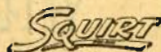
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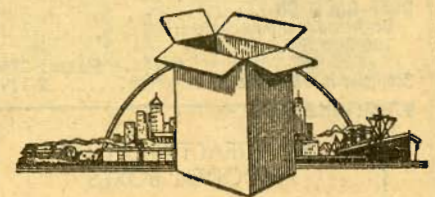
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