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**POLK'S**  
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**DIRECTORY**  
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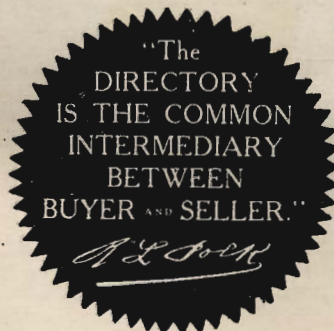
Containing an Alphabetical List of Business Firms and Private Citizens and Its Environs; a Directory of the City, County and State Officers, Churches, Public and Private Schools, Secret, Benevolent, Literary and other Associations; Telephone Guide Arranged Numerically; a Revised Street and Avenue Householders Guide of the City; a

**"BUYERS' GUIDE"**

AND A COMPLETE

**CLASSIFIED BUSINESS DIRECTORY**

**PRICE**



**\$15.00**

**R. L. POLK & CO. OF CAL., Publishers**

604 Mission Street, San Francisco, California

Member Association of North American Directory Publishers

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Larkin Printing Co.  Sacramento, Cal.



## INTRODUCTION

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The volume herewith presented to patrons embodies the 1926 edition of R. L. Polk & Co's Stockton and San Joaquin County Directory.

Every effort has been made to make the Directory as complete and accurate as possible, and it is the confident hope and belief of the publishers that the work will give full satisfaction and meet the requirements of patrons and citizens generally. In the enumeration of citizens and in the compilation of the result the work has had the advantage of the thorough and unrivalled organization of the publishers, who are leaders in the production of this class of publications. Their imprint on the greatest directories published in the world attests the quality and completeness of their work.

The several essential departments of the Directory are set forth in the order following:

THE MISCELLANEOUS DEPARTMENT, pages 11 to 24, includes data concerning state, city and county officials, State institutions, commercial bodies, cemeteries, churches, clubs, courts, hospitals, asylums and homes, Federal officers, libraries, public schools, miscellaneous schools and colleges, military, parks, public buildings, halls, postoffices, secret and benevolent societies, labor organizations, etc.

THE BUYERS' GUIDE occupies pages 25 to 56. This section of the Directory, printed on tinted paper, includes hundreds of advertisements of Stockton. They have been carefully grouped by departments and are indexed under classified headings and otherwise in various parts of the Directory. A casual perusal of these advertisements will picture many interesting phases of the city's activities. They are not display advertisements, primarily, however, but rather are reference advertising at its best. The purpose of a Directory is to direct. In a bustling, manufacturing city like Stockton the need for this kind of information readily at hand is very great, and the general appreciation of this need is evidenced by the liberal patronage the City Directory enjoys in many and varied lines of trade.

THE ALPHABETICAL LIST OF NAMES OF CITIZENS, business firms and corporations is embraced in pages 57 to 352.

THE STREET AND AVENUE GUIDE AND DIRECTORY OF HOUSEHOLDERS extends from pages 353 to 446.

THE CLASSIFIED BUSINESS DIRECTORY is included in pages 481 to 546, and shows the various manufacturing, mercantile and professional occupations, compiled under headings appropriate to the class of business pursued. This department will be appreciated as a special trade directory. The Directory is the common intermediary between buyer and seller.



# STOCKTON

## California's Inland Port

By S. J. RICHARD

Assistant Secretary, Stockton Chamber of Commerce

The city of Stockton, located at the head of the San Joaquin Valley, is interior California's industrial and agricultural capital.

The 1926 population, figured on the basis of public service installations, school attendance, registrations, gives an average figure of population using these factors, of 54,415, an increase in population over the five-year period of 35.3%.

Of Stockton's total population 94.3% are white, .8% negro, 4.9% Indians, Chinese, Japanese, etc.

The city of Stockton carries on a varied manufacturing activity in 200 industrial plants. Nearby are raw materials for manufacture of structural and commercial minerals, products from the forest, and agricultural products for processing and preserving. Raw materials, labor, transportation facilities by rail and water, and cheap power, are the favorable factors which have contributed to Stockton's rapid industrial growth.

Manufacturers located in Stockton are in closer proximity to the greatest percentage of population in California. The following comparative table indicates the Stockton market:

	Stockton	Los Angeles
Within 50 mile radius.....	674,903	997,830
Within 100 mile radius.....	1,604,935	1,246,192
Within 200 mile radius.....	1,979,696	1,511,879
Within 300 mile radius.....	2,178,084	1,916,583
Within 350 mile radius.....	3,249,315	3,065,813

From Stockton radiate rivers, highways and railroads. Three trans-continental railroads enter the city; Southern Pacific, Santa Fe and Western Pacific; the Central California Traction, Stockton Terminal & Eastern and the Tidewater-Southern provide additional transportation facilities; 600 miles of highway in San Joaquin County, of which Stockton is the county seat, connect with all main arteries of motor travel and carry a heavy complement of motor trucks hauling freight and passenger motor stages.

Boat lines from Stockton move over three hundred miles of navigable waterways in the county. Rapid water transportation from Stockton to the wharves of San Francisco carry an outgoing flood of manufactured



goods and agricultural products, and incoming cargoes of raw materials and merchandise. The city is at the head of tidewater on the San Joaquin River and is the logical outlet for the San Joaquin and Sacramento Valleys.

A development project is underway to deepen the channel of the San Joaquin River that will permit of 95% of ocean going vessels which pass through the Golden Gate of docking at the wharves in Stockton.

Back of Stockton's prosperity and the stability of industrial and commercial enterprise in the city is the diversification of agricultural production of the San Joaquin Valley.

San Joaquin County produces annually crops valued at \$50,000,000. The county stands fourth in the value of agricultural crops produced in the list of all counties in the United States. All lands in the county are adapted to the culture of all deciduous fruits, grapes, berries, nuts and a great variety of field and root crops.

Adjacent to the city are the irrigated delta lands of the San Joaquin River, which contribute greatly to the agricultural triumphs of San Joaquin County. The area represents the most productive region of the world and comprises 250,000 acres of reclaimed lands.

Stockton is the portal of interior California to the resort sections of the mountains, forests and beaches. The city is the gateway to Yosemite National Park and a short distance away from the Calaveras grove of Big Trees, Lake Tahoe, the Bret Harte and Mark Twain country and the beach resorts of the coast.



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# POLK'S STOCKTON CITY DIRECTORY 1926

R. L. POLK & CO., PUBLISHERS

## MISCELLANEOUS INFORMATION

For information not found in this department see regular Alphabetical Section or under proper heading in Classified Business Directory.

### CITY GOVERNMENT

(All offices City Hall unless otherwise noted)

City Hall—El Dorado between Lindsay and Fremont

Council—R J Wheeler mayor, Grover A Grider, A G Johnston, Karl T. Breueck, T H Luke, J H Masters, T R Stribley, J C Tremain, M L Gravem

Accountant—E G Hill

Assessor Tax and License Collector—J P Campbell

Attorney—J L Johnson

Auditor—John P Campbell

Clerk—A S Banks

Corporation Yard—Washington cor Edison

East Bay Municipal Utility District—J S Longwell div eng, 501 First Natl Bank bldg

Electrician—F A Morrell

Engineer—W B Hogan

Fire Department—M D Murphy chief, 26 S Hunter

Harbormaster—D J Matthews, 215 W Weber av

Landscape Architect—V G Anderson

Manager—C E Ashburner

Park Department—F C Mindach

Plumbing Inspector—G W Genuit

Police Court—Cecil Johnson judge, 124 E Channel

Police Department—C W Potter chief, 115 Bridge pl

Police Station—115 Bridge, C W Potter chf of police

Poundmaster—Lee Mannelin, Taylor nr Lincoln

Purchasing Agent—Van L Shaljian

Superintendent of Streets—J B Tyrrell

Treasurer—T L Potter

Wharf—215 W Weber av

### FIRE DEPARTMENT

M D Murphy chief, 26 S Hunter

Eng Co No 1—26 S Hunter

Eng Co No 2—26 S Hunter

Eng Co No 3—19 N Pilgrim

Eng Co No 4—23 E Rose

Eng Co No 5—1127 S California

Eng Co No 6—526 S Aurora

Eng Co No 7—238 W Main

Eng Co No 8—2062 E Sonora

### POST OFFICE

S California cor Market

E R Hawley postmaster

Sub Station No 1—Poplar cor Wilson way

Sub Station No 2—Washington cor Center

Sub Station No 3—2314 N Madison

### BOARD OF EDUCATION

J R Humphries, Mrs Edith McLeod, Mrs A S Schneider, C G Wakefield, A S Williams, May Baker

### Public Schools

August—Waterloo rd

Bungalow—cor Fresno av and Sonora

Burbank Luther—Pilgrim cor Jefferson, C J Parsons prin

Ed Dorado—cor Pacific av and Harding way, John R Williams prin

Fair Oaks—Fair Oaks Addition, Bradly Grover prin

Franklin—cor Center and Washington, Edw Esser prin

Fremont—cor Fremont and Aurora, O H Grubbs prin

Grant—cor Sutter and 4th, N Ella Russell prin

High—cor Vine and California, W Fred Ellis prin

Hazelton—Lincoln bet Jefferson and Anderson, F C Wells prin

Jackson—cor Jackson and Sutter, W E Ulrici prin

Jefferson—E Lindsay cor N Sierra Nevada, R H Allen prin

Lafayette—E Church cor S American, J H Utt prin

Lincoln—cor Ophir and Market, Florilla Campbell prin

Lottie Grunsky—1600 E Harding way, J A MacDonald prin

McKinley—cor Moss and McKinley av, W H Murray prin

Monroe Primary—S Monroe nw cor Washington, Maud Southworth prin

North—cor Mariposa av and Hunter, A W McGowen prin

Part Time High—517 E Market

Prevocational—E Weber av cor N Pilgrim, C F Fisher prin

Roosevelt—cor Fair Oaks and Garden aves, R L Garretton prin

Snell's Kindergarten—919 N California

Victory—cor Buena Vista and Mount Diablo blvd, Albt W Lynde prin

Washington—cor San Joaquin and Lindsay, O H Grubbs prin



Weber—cor Park and Madison, David H Smith prin  
Weber Primary—cor W Flora and Commerce

### COUNTY GOVERNMENT

(All offices County Court House unless otherwise noted)

**Court House—Main cor San Joaquin**  
Board of Supervisors—J Y Coates 2d Dist chairman, E E Tretheway 1st Dist, Mrs M J French 3d Dist, J W Steinbruck (Acampo) 4th Dist, E E Steingul (Escalon) 5th Dist  
Agricultural Extension Service—339 E Weber av, County Agt J Willis Adirance  
Assessor—J W Moore  
Auditor—F H Johnson  
Board of Education—H W Bessac sec  
California State Traffic Bureau—L S Drais capt  
Clerk—E D Graham  
Constable—L J Hansen, 2026 S California  
Coroner—O C Pope, 510 N Sutter  
Detention Home—Mrs J L Williams supt, 540 S Wilson way  
District Attorney—Edw Van Vranken  
Farm Advisor—J W Adirance, 339 E Weber  
Farm Bureau Federation—Chas Anderson sec, 339 E Weber  
Highway Maintenance Office—J G Spooner jr asst eng  
Horticultural Commissioner — Herbt Spangenberg, 117 N San Joaquin  
Hospital—I H Webster bus mgr, French Camp  
Humane Office—J H Owen  
Jail—301 E Channel  
Law Library—Laura Klench librarian  
Probation Office—W B Young, 513 Sav & Loan bldg  
Purchasing Agent—W Y Tretheway  
Recorder—John D Finney  
San Joaquin Local Health District—J Sippy dist health officer, 129 S American  
Sheriff—W H Ricks  
Superintendent of Schools—H W Bassac  
Superior Court—D M Young judge Dept 1, C W Miller (Escalon) judge Dept 2, C F Buck judge Dept 3  
Surveyor—F E Quail  
Treasurer and Tax Collector—W C Neumiller  
Veterinarian—C L Wrinkle, 336 E Lafayette

### FEDERAL OFFICES

(All offices Federal Building unless otherwise noted)

**Federal Building—California se cor Market**  
U S Army Engineering Department—W M Coffey engineer  
U S Army Recruiting Officer—C S Parker  
U S Commissioner—Law F Freitas, 506 Belding bldg, H R McNoble, 306 United Bank & Trust Co bldg  
U S Department of Agriculture—Bureau of Animal Industry, Division of Virus, Serum Control, Dr W J Stewart in charge

U S Deputy Income Tax Collector—David S Berry  
U S Internal Revenue—Mrs M E Snow deputy collector  
U S Naval Recruiting Officers—A R Hopkins, H A Briggs  
U S Post Office—E R Hawley postmaster, California cor Market

### CHURCHES

#### Adventists

Seventh Day—E Miner av cor N Stanislaus

#### Baptist

First—Hunter cor Lindsay, Rev C F Truex pastor, r19 E Maple  
Second—1241 E Market, Rev F E Law pastor, h38 W Sonora

#### Catholic

St Gertrudes (RC)—1663 E Main  
St Mary's Catholic Church—2036 Washington, Rev W E McGough pastor

#### Christian

First—E Lindsay cor N Sutter, Rev S R Shaw pastor, h441 Lexington av

#### Christian Science

First—W Flora bet Center and Commerce

#### Congregational

First—Park cor Hunter, Rev H V White pastor, h1216 W Poplar

#### Episcopal

St John's—El Dorado cor Miner, Rev H E Montgomery pastor, h1106 N Van Buren

#### Hebrew

Congregation Adas Yeshurun—427 E Fremont, Rev David Silk rabbi, r830 N El Dorado

Temple Israel—424 N Hunter, Rev H E Wessel rabbi, h1019 N Hunter

#### Latter Day Saints

Church of Jesus Christ—126 N California

#### Lutheran

Trinity Lutheran Church—E Lindsay cor N American, Rev G C Jacobsen pastor

#### Methodist

African M E—225 S Commerce, Rev J H Wisley pastor

Central—E Miner av cor N San Joaquin, Rev H E Milnes pastor, h1061 W Willow

Chinese M E Mission—214 E Lafayette Clay Street M E—cor S San Joaquin and Clay, Rev Adam Bird pastor, h1320 S San Joaquin

German M E—N American cor E Lindsay, Rev H B Land pastor, h335 N American

Grace M E—E Channel se cor Stanislaus, Rev Cecil M Aker pastor, h1045 W Vine

Korean M E—427 S El Dorado  
Mexican M E—Main cor Market, Rev C G Valencia pastor, h1333 E Main

#### Presbyterian

First—N El Dorado cor Vine, Rev W W Long pastor, h675 S Regent  
East Side—E Main cor N Pilgrim, Rev P H Goss pastor, h1150 N 1st  
Japanese—11 W Lafayette, Rev Y Kadoike pastro



**Miscellaneous Churches**

Bethel Full Gospel—California cor Wyandotte, Rev W R Steelberg pastor, h435 E Wyandotte

Bible Truth Assembly—31 N California

Buddhist Church—132 W Washington

**Miscellaneous**

Glad Tidings Mission—310 N Union, Rev Wm Mowat pastor

Gospel Tabernacle—Sutter cor 1st, Rev C W Deval pastor, h1326 S California

Peniel Mission—11 W Main

Pentecostal Mission—24 S Grant

Salvation Army—301 S San Joaquin

Salvation Army (Japanese Corps)—346 S El Dorado

Stockton Gospel Tabernacle—22½ E Market

Swedish Mission Church—N Commerce cor W Willow

United Brethren Church—135 S Stanislaus, Rev L S Woodruff pastor

**LABOR ORGANIZATIONS**

Bakers No 120—Chas Liepelt sec, meets last Saturday, Labor Temple

Barbers No 312—W D Kessler sec, meets 4th Tuesday, Labor Temple

Brewery Workers—L W Bollinger sec, meets 2d Wednesday, Labor Temple

Bricklayers—John Pengelly sec, meets 2d and 4th Fridays, Ellis bldg

Brotherhood of Railway and Steamship Clerks, Freight Handlers, Express and Station Employees, Stockton Div Lodge No 820—meets every Tuesday, 8 P M, W O W Hall

Building Trades Council—F J Murphy bus agt, meets every Friday, Labor Temple

Central Labor Council—Don T Stewart sec, meets every Thursday, Labor Temple

Carpenters No 266—W C Dolan sec, meets every Tuesday, Labor Temple

Cooks and Waiters Union Local No 572—Wm Burtz sec, Union blk

Electricians No 591—Chas Rose sec, meets every Wednesday, Labor Temple

Engineers No 917—W H Zuner sec, meets 1st and 3d Tuesdays, Labor Temple

Hodcarriers No 73—D Garcia sec, meets 3d and 4th Mondays, Labor Temple

Junior Order of United American Mechanics, McKinley Council No 48—S B Crawford sec, meets Thursdays, 313½ E Weber av

Lathers No 98—Jos Mulligan sec, meets 2d and 4th Mondays, Labor Temple

Meat Cutters—Norman Doughty sec, meets 2d and 4th Tuesdays, Labor Temple

Musicians No 189—Clarence Leonard sec, meets 2d Sunday 1 P M, S Sutter St

Moving Picture Operators—J W Southwick sec, meets last Friday, Labor Temple

Order Railway Conductors, Stockton Division No 567—F E Miller sec, meets 2d and 4th Mondays, 313½ E Weber av

Painters No 115—E C Leach sec, meets every Monday, Labor Temple

Plumbers No 492—B F Schirle sec, meets 1st and 3d Wednesdays, Labor Temple

Plasterers No 222—Archie Dunn sec, meets 1st and 3d Mondays, Labor Temple

Printing Pressmen—Mel Hoffman sec, meets 1st Tuesday, Labor Temple

Shee Metal Workers No 283—J Daundiver sec, meets 1st and 3d Wednesdays, Labor Temple

Stage Employes—Jack McGinnis sec, meets last Tuesday, Labor Temple

Teamsters No 22—E C Stockwell sec, meets 1st and 3d Wednesdays

Typographical No 56—H S Hornage sec, meets last Sunday 1:30 P M, Labor Temple

Stereotypers—Ray Wilson sec, meets 1st Tuesday, Record bldg

**SOCIETIES—SECRET AND FRATERNAL****Masonic**

San Joaquin Lodge No 19—I H Robinson sec, meets 1st Monday, Masonic Temple

Morning Star Lodge No 68—J J Cavanaugh master, G H Buttrick sec, meets 1st Thursday, Masonic Temple

Delta Lodge No 471—M A Michelson master, Clarence Keister sec, meets 1st Tuesday, Masonic Temple

Stockton Lodge No 498—Roby Le Clert sec, meets 1st Wednesday, Masonic Temple

Royal and Select Masons, Stockton Council No 10—Rev R H Sink sec, meets 2d Thursday, Masonic Temple

Knights Templar—H H Briggs comdr, Rev Reuben Sink sec, meets 1st Friday, Masonic Temple

Royal Arch Masons, Chapter No 28—F B Post high priest, Rev R H Sink sec, meets Tuesday, Masonic Temple

Stockton Lodge of Perfection No 12—G H Buttrick sec, meets 3d Wednesday, Masonic Temple

Knights of Kadish, Council No 9—G H Buttrick sec, meets 3d Wednesday, Masonic Temple

Stockton Consistory L T—G H Buttrick sec

Scottish Rite, Albert Pike Chapter No 9—G H Buttrick sec, meets 3d Wednesday, Masonic Temple

High Twelve Club—M G Woodward pres, W P Ferguson sec, meets Monday noons, Masonic Temple

Ben Ali Patrol (Shrine)—Jack Dees sec, meets Monday, Fair Grounds

Ancient Egyptian Order of Sciots—Steve Blewett toparch, R M Freitas sec, meets 1st and 3d Fridays, Masonic Temple

Homo Chapter No 5 O E S—Mrs J A Tandrow sec, meets 2d and 4th Fridays, Masonic Temple

Golden Popy Chapter No 355 O E S—Marjorie Zuver sec, meets 1st and 3d Wednesdays, Masonic Temple

Stockton Chapter No 373 O E S—Caroline B Gage sec, meets 1st and 3d Fridays, Masonic Temple

Order of Amaranth, Loyalty Court No 38—Mrs Stanley Jackson sec, meets 1st and 3d Tuesdays, Masonic Temple

Order of De Molay—Carroll Cole sec, meets 1st and 3d Thursdays, Masonic Temple



**Benevolent Protective Order Elks**

Stockton Lodge No 218—G F Hudson sec, meets Tuesdays, 42 N Sutter

**Foresters of America**

Court Cavallotti No 163—Meets Monday, Druids Hall

Court Hub City—Meets 2d and 4th Fridays, Red Men's Hall

Court Stockton No 56—H Steinbeck sec, meets Tuesday, 313½ E Weber av

**Companions of the Forest**

Stockton Circle No 130—Mrs C J Lehman sec, meets 1st and 3d Mondays, 313½ E Weber av

**Fraternal Order of Eagles**

Aerie No 83—Meets Tuesdays, 531 E Main

**Independent Order of Odd Fellows**

Canton Ridgely No 15—Geo Roesch sec, meets 2d and 4th Tuesdays, IOOF Hall

Charity Lodge No 6—Roy Kennedy sec, meets Wednesdays, IOOF Hall

Fortress Ridgely—Fanny Cohn sec, meets 4th Tuesday, IOOF Hall

General Relief Committee—G F Roesch sec, meets 2d and 4th Saturdays, IOOF Hall

Lebannon Rebekah Lodge No 41—Laura M Lawrie sec, meets 2d and 4th Mondays, IOOF Hall

Parker Encampment No 3—J W Willy sec, meets Mondays, IOOF Hall

Rainbow Rebekah Lodge No 97—Mrs Etta Stewart sec, meets 1st and 3d Tuesdays, IOOF Hall

Stockton Lodge No 11—G F Roesch sec, meets 1st Friday, IOOF Hall

Truth Lodge No 55—Walter Hibbert sec, meets Thursdays, IOOF Hall

**Improved Order of Redmen**

Hiawatha Council No 21—Mrs Lorine Ford sec, meets Mondays, Red Men's Hall

Kaw Wau Nita Council No 12—Meets Wednesdays, Red Men's Hall

Iroquois Tribe No 35—Cecil Golding sec, meets Thursdays, Red Men's Hall

Pohono Tribe No 93—Wm Wolleson sec, meets Fridays, Red Men's Hall

**Knights of Columbus**

Stockton Council No 1311—Meets 2d and 4th Thursdays, K of C Club House, 1029 N Hunter

**Knights of Pythias**

Charter Oak No 20—Wm Jones sec, meets Wednesdays, K of P Hall, Record bldg

Nomads of Avrudaka—Lenora Walsh sec, meets 2d Saturday, K of P Hall, Record bldg

Pythia Sisters, Damon Temple No 23—Meets Fridays, K of P Hall, Record bldg

Pythian Sisters, Stockton Temple No 29—Mrs Elsie Harry sec, meets Tuesdays, K of P Hall, Record bldg

**Knights of the Maccabees**

Stockton Tent No 55—Meets Mondays, Red Men's Hall

Yosemite Tent No 35—Chas Clements sec, meets Wednesdays, 313½ E Weber av

**Loyal Order of Moose**

Lodge No 391—A G Johnston sec, meets Wednesdays, Moose Hall

Women of the Mooseheart Legion—Mrs Leila Taggart sec, meets Wednesdays, Moose Hall

**Modern Woodmen of America**

Stockton Camp No 7282—R H White sec, meets Tuesdays, Moose Hall

**Native Sons of the Golden West**

Stockton Parlor No 7—A J Turner sec, meets Mondays, Native Sons' Hall  
Caliz de Oro Parlor No 296—Della de Guirre sec, meets 1st and 3d Tuesdays, Native Sons' Hall

Joaquin Parlor No 5—Mrs Delia Garvin sec, meets 2d and 4th Tuesdays, Native Sons Hall.

**Royal Neighbors of America**

Juanita Camp No 2313—Meets Tuesdays, Record bldg

Stockton Camp—Meets Thursdays, Red Men's Hall

**United Ancient Order of Druids**

Concordia Grove No 98—Meets Wednesdays, Druids' Hall

Evergreen Circle No 5—Meets 2d and 4th Thursdays, Red Men's Hall

Ivy Circle—Meets Thursdays, Druids' Hall

San Joaquin Charter—Meets 3d Wednesdays, Druids Hall

Stockton Grove No 118—Meets Druids Hall, 531 E Main

**Woodmen of the World**

Protection Camp No 106—R H Morris sec, meets Mondays, WOW Hall

Neighbors of Woodcraft, Protection Circle No 189—Maud Allison sec, meets Thursdays, WOW Hall

**Yeoman**

Brotherhood of American Yeoman—Meets Thursdays, Moose Hall

**MISCELLANEOUS SOCIETIES**

B'nai B'rith (Imperial Order) Hope Lodge Aux No 126—Meets 2d and 4th Thursdays, 531 E Main

Court of Honor, Dist Ct No 661—L D Cutter sec, meets Fridays, 313½ E Weber av

Dramatic Order Knights of Khorasian—F E Covey sec, meets last Saturdays, Record bldg

I D E S, San Joaquin No 33—Meets 2d and 4th Sundays, Red Men's Hall

S P I S A, Council No 63—Meets 1st Sunday, Red Men's Hall

U P E C, Council No 24—Meets 1st and 3d Sundays, Red Men's Hall

U P P E C—Meets 3d Sunday, Red Men's Hall

Young Ladies' Institute, Weber Council No 49—241 E Washington

Young Men's Institute, Stockton Council No 5—241 E Washington



**VETERAN ORGANIZATIONS AND  
THEIR ALLIED SOCIETIES**
**American Legion**

Karl Ross Post—A W Stone adjutant,  
meets Civic Memorial Auditorium

40 et 8, Voiture Locale—Meets Civic Me-  
morial Auditorium

American Legion Auxiliary, Karl Ross  
Post No 16—Meets Civic Memorial  
Auditorium

**Disabled American Veterans**

Disabled Americans—Meets Civic Me-  
morial Auditorium

**Daughters of Veterans**

Mary B Hancock Tent No 21—Meets  
Civic Memorial Auditorium

**Sons of Veterans**

Gen Thomas E Ketcham Camp No 11—  
Meets Civic Memorial Auditorium

**Grand Army of the Republic**

Rawlins Post No 28—Meets Civic Me-  
morial Auditorium

Rawlins Relief Corps No 29—Meets Civic  
Memorial Auditorium

Roosevelt Circle, Ladies of the G A R—  
Meets Civic Memorial Auditorium

**Veterans of Foreign Wars**

Luneta Post No 52—Meets Civic Me-  
morial Auditorium

"The  
DIRECTORY  
IS THE COMMON  
INTERMEDIARY  
BETWEEN  
BUYER AND SELLER."

*A. L. Book*



# GENERAL ABBREVIATIONS

acct .....	accountant	forldy .....	forelady	pres .....	president
adv .....	advertising	formn .....	foreman	prin .....	principal
agrl .....	agricultural	frt .....	freight	prod .....	produce
al .....	alley	ft .....	foot	prof .....	professor
Am .....	American	ftr .....	fitter	prop .....	proprietor
appr .....	apprentice	furn .....	furniture	prov .....	provisions
apts .....	apartments	furng .....	furnishing	prsfdr .....	pressfeeder
archt .....	architect	furn rms.....	furnished rooms	prsmn .....	pressman
asmbler .....	assembler	gard .....	gardener	ptrnmkr .....	patternmaker
assn .....	association	gasftr .....	gasfitter	pubr .....	publisher
asst .....	assistant	gds .....	goods	purch .....	purchasing
atndt .....	attendant	gen .....	general	r.....	boarder or roomer
atty .....	attorney	govt .....	government	rd .....	road
auto .....	automobile	gro .....	grocer	R D .....	Rural Delivery
av .....	avenue	h .....	householder	real est.....	real estate
bagemn .....	baggage man	hd .....	hand	rec .....	receiving
bkbndr .....	bookbinder	hdqrs .....	headquarters	rep .....	representative
bkpr .....	bookkeeper	hdw .....	hardware	repr .....	repairer
bdg .....	building	hlpr .....	helper	reprmn .....	repairman
bldr .....	builder	hngr .....	hanger	restr .....	restaurant
blk .....	block	hosp .....	hospital	ret .....	retail
blksmith .....	blacksmith	imptr .....	importer	ry .....	railway
blvd .....	boulevard	inc .....	incorporated	RyMS.....	Railway Mail Service
br .....	branch	ins .....	insurance	s or S.....	South
brklyr .....	bricklayer	inspr .....	inspector	san .....	sanitary
brkmm .....	brakeman	instr .....	instructor	sav .....	savings
cabtmkr .....	cabinetmaker	int rev.....	internal revenue	sch .....	school
capt .....	captain	jwlr .....	jeweler	sec .....	secretary
carp .....	carpenter	kpr .....	keeper	sergt .....	sergeant
cash .....	cashier	lab .....	laborer	ship .....	shipping
chauf .....	chauffeur	lieut .....	lieutenant	slsldy .....	saleslady
chf .....	chief	lino .....	linotype	slsmgr .....	salesmanager
civ .....	civil	litho .....	lithographer	slsmn .....	salesman
clk .....	clerk	lmbr .....	lumber	smstrs .....	seamstress
clnr .....	cleaner	lndrs .....	laundress	soc .....	society
collr .....	collector	lndymn .....	laundryman	solr .....	solicitor
com .....	commission	ltd .....	limited	sq .....	square
coml .....	commercial	mach .....	machinist	sta .....	station
commr .....	commissioner	mdse .....	merchandise	sta eng.....	stationary engineer
compt .....	comptometer	mech .....	mechanical	sten .....	stenographer
cond .....	conductor	mer .....	merchant	stereo .....	stereotyper
confr .....	confectioner	mfr .....	manufacturer	stmftr .....	steamfitter
cons .....	consulting	mfg .....	manufacturing	supt .....	superintendent
contr .....	contractor	mgr .....	manager	supvr .....	supervisor
cor .....	corner	mkr .....	maker	surg .....	surgeon
corr .....	correspondent	mkt .....	market	swtchmn .....	switchman
ct .....	court	mldr .....	molder	tchr .....	teacher
ctr .....	cutter	mlnr .....	milliner	tel .....	telegraph
dept .....	department	mn .....	man	ter .....	terrace
dep .....	deputy	mnsgr .....	messenger	tmkpr .....	timekeeper
dicta .....	dictaphone	mstr mech.....	master mechanic	tmstr .....	teamster
dist .....	district	mtmnm .....	motorman	tndr .....	tender
dlr .....	dealer	mut .....	mutual	trans .....	transportation
do .....	ditto or same	news .....	newsdealer	trav .....	traveling
dom .....	domestic	n or N.....	North	treas .....	treasurer
drftsmn .....	draftsman	nr .....	near	twp .....	township
drsmkr .....	dressmaker	opr .....	operator	undtkr .....	undertaker
e or E.....	East	osteo .....	osteopath	uphol .....	upholsterer
elec .....	electrical	pass .....	passenger	US .....	United States
electn .....	electrician	pat .....	patent	USA.....	United States Army
electro .....	electrotyper	pdlr .....	peddler	USN.....	United States Navy
elev .....	elevator	pharm .....	pharmacist	vet .....	veterinary
embrd .....	embroiderer	phone .....	telephone	vulc .....	vulcanizer
emp .....	employee	photo .....	photographer	w or W.....	West
emp agcy .....	employment agency	phys .....	physician	whol .....	wholesale
eng .....	engineer	pk .....	park	whsemn .....	warehouseman
est .....	estate	pkwy .....	parkway	wid .....	widow
exch .....	exchange	pkr .....	packer	wkr .....	worker
exp .....	expressman	pl .....	place	wks .....	works
flgmn .....	flagman	plmbr .....	plumber	wtchmn .....	watchman
fnsgr .....	finisher	plstr .....	plasterer	ydmm .....	yardman
		pntnr .....	painter	ydmstr .....	yardmaster
		PO .....	postoffice		

## ABBREVIATIONS FOR GIVEN NAMES

Abr .....	Abraham	Edw .....	Edward	Michl .....	Micheal
Alex .....	Alexander	Eliz .....	Elizabeth	Patk .....	Patrick
Alf .....	Alfred	Eug .....	Eugene	Richd .....	Richard
Arch .....	Archibald	Fredk .....	Frederick	Robt .....	Robert
Arth .....	Arthur	Geo .....	George	Saml .....	Samuel
Aug .....	August	Hy .....	Henry	Sol .....	Solomon
Benj .....	Benjamin	Jas .....	James	Steph .....	Stephen
Cath .....	Catharine	Jno .....	John	Theo .....	Theodore
Chas .....	Charles	Jos .....	Joseph	Thos .....	Thomas
Dani .....	Daniel	Kath .....	Katherine	Wm .....	William
		Margt .....	Margaret		



## Stockton Firm Abbreviations

A T & S F Ry .....	Atchison, Topeka & San Francisco Ry
C N & I Co.....	California Navigation & Improvement Co
C P C.....	California Packing Corporation
E-G.....	Eastman-Gibben Co
H M Co.....	Harris Manufacturing Co
N P P Co.....	National Paper Products Co
P G & E Co.....	Pacific Gas & Electric Co
P T & T Co.....	Pacific Telegraph & Telephone Co
S F D.....	Stockton Fire Department
S J Lmbr Co.....	San Joaquin Lumber Co
S P Co.....	Southern Pacific Co
S P D.....	Stockton Police Department
S & L.....	Smith & Lang
U O Co.....	Union Oil Co
W-P-K Co.....	Wilkes-Pearson-Knutzen Co
W P R R Co.....	Western Pacific Railroad Co
W S G & E Co.....	Western States Gas & Electric Co
W U T Co.....	Western Union Telegraph Co
Y-D Co.....	Yost-Dohrmann Co
Y M C A.....	Young Men Christian Association

# When People "Want"!!

THEY LOOK IN THE

# CITY DIRECTORY

(CLASSIFIED SECTION)

- ☞ *Is your name under the commodity they seek?*
- ☞ *If not, that opportunity of routing valuable business to you is lost. It's about the same as if you kept one of your entrance doors locked.*
- ☞ *Hadn't you better investigate your omnipresent city directory, and convince yourself of how it can help your business?*



# Directory and Reference Media

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**T**HE reference medium or directory, whether it is a city directory, state gazetteer or a business directory, ties up closely with other forms of advertising. It is distinguished from the creative style of advertising in that it is **passive** while the buyer is **active**. On the other hand, the creative advertising in newspapers, magazines, trade papers, etc., is active while the buyer is passive.

Both are necessary in a well-rounded campaign. The function of creative advertising is to make people want what they did not want before, and to educate them to the point where they are conscious of that want. Reference advertising is an aid at the critical time when the initiative has passed from the seller to the buyer; when the desire to buy is strong, and the question is whether the prospect will buy the advertised article, another brand, or cool off altogether while waiting for the "catalog and name of nearest dealer." If the advertisement which suggested the want can be supplemented by another directing the prospect to the place where he can see the goods, the efficiency of the entire advertising expenditure will be greatly increased.

The directory has a 100 per cent prospect circulation inasmuch as its very nature makes it sell only where it will be used. Its circulation is not so much gauged by the number of copies sold as by the number of people who consult it. There are directory libraries maintained throughout the country for reference purposes, and in them may be found all the most important directories published. Surprise is often expressed by librarians at the number of people who are constantly consulting these sources of information.

There are many kinds of directories and "catalogs," each covering some trade, or locality, or group interest, in which organized information may be found that is useful to the buyer. In every buying center the local directory presents a medium of universal accessibility. For over a hundred years people have been accustomed to refer to it as a logical place to find certain kinds of information. A system of exchange enables each publisher to offer free access to a file of the latest issues of directories from all over the country. This gives every local advertisement a nation-wide accessibility.

The long life of a directory advertisement is a strong point in its favor. It has an existence of 365 days and sometimes twice that, depending on the frequency of issue. It is always kept where it can be found by the buyer when he wants it.

It has a strong appeal for institutional advertising, as reputable publications give prestige to the advertisers who patronize them. It is a significant fact that from 80 to 90 per cent of the advertising in these publications is renewed year after year.