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POLK'S LODI CITY DIRECTORY 1935

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THE LODI DISTRICT

Furnished by Lodi District Chamber of Commerce

NO SUPERLATIVES could describe the intensive cultivation and diversified production of the Greater Lodi District. Upon entering the district from any direction a great vista of orchard and vineyard, green all the summer, greets the eye. The territory known as the Greater Lodi District covers the northern part of San Joaquin County, forms the northern part of the San Joaquin Valley, and is just south of the Sacramento Valley. The City of Lodi, with a population of 7350, is the marketing and trading center for this district, and for the smaller towns of Lockeford, Clements, Victor, Woodbridge, Acampo, Thornton, Kingdon and Terminous. Quoting from the United States Geological Survey, "The farm area surrounding Lodi is one of the most thickly settled rural districts in the United States. There are more than sixty-four homes to the square mile in a few parts of the area, and a density of twenty homes to the square mile is common.

The soils of the Lodi District are deep, rich, sandy loam, and are adapted to all agricultural and horticultural crops, and especially to the culture of the famed Tokay Table Grape. The mean temperature is 60.1 degrees. The rainy season is during the months of December, January, February and March, during which time approximately 18 inches of rain falls. This is sufficient for grain farming, but vineyards and orchards are irrigated. Some use centrifugal or turbine pumps; part of the western section of the district is irrigated from the Woodbridge canal which draws water from the Mokelumne River.

The most important shipment originating in the district is that of the Flame Tokay Grapes; 3004 cars were shipped during the season of 1934.

A total of 5686 cars of all other varieties of table and juice grapes were shipped. Cherries are the first crop of the season, ripening early in May. From that time on during the summer fresh fruit shipments and cannery product shipments are almost continuous until the close of the grape season in November. Other important tree fruits are peaches, pears, apricots, plums, almonds and walnuts. Many peaches and apricots are dried or canned.

Lodi's Wine Industry: Upon repeal of prohibition the renewed activity of the wine industry of California centered at Lodi and today Lodi has the largest group of wineries of any community in the nation—thirteen in number—with a combined capacity of 16,000,000 gallons. The annual production of these wineries is valued at over \$4,000,000. With 40,000 acres of vineyards in the Lodi District, the wine production will no doubt increase.

The delta region of the San Joaquin and Sacramento Rivers is often called the "Holland of America" because of the vast acreage of vegetables. The Western Pacific Railroad shipped from Terminous, which is the shipping point for the portion of the delta in the Lodi District, during the 1933 season; celery 2472 cars, potatoes 495 cars, onions 221 cars, asparagus 142 cars, lettuce 59 cars, peas 13 cars, tomatoes 7 cars. This asparagus was taken out by water or by truck. Altogether over 13,000 carloads of products of the soil are shipped from the Lodi District annually.

Dairying and poultry raising are rapidly becoming important occupations in the vicinity of Lodi.

The City of Lodi owns the water and light system, and through the profits therefrom has been able to build a fine city hall and to hold the tax rate at a very low figure as well as furnish water and electricity to the residents of the city at very reasonable rates. Most professions and lines of business are represented in the city. The district is served by the Southern Pacific, Western Pacific and Santa Fe Railroads.

There are five elementary schools and a Union High School, a Seventh Day Adventist Normal and one parochial school. There are twenty-two churches. There is a Rotary Club, 20-30 Club, Woman's Club, Business and Professional Women's Club, and many secret and fraternal orders. (Churches and Club officers are listed elsewhere in this Directory.)

Boating on the waterways throughout the Delta is becoming a very popular recreation. Such recreational points as Yosemite Valley, Lake Tahoe, Calaveras Grove of Big Trees, and interesting points on the coast are within easy traveling distance.

Inquiries addressed to the Lodi District Chamber of Commerce, Lodi Business Men's Association or the City Council will receive prompt attention.

LODI STATISTICAL REVIEW

Furnished by Lodi District Chamber of Commerce

Name of City—Lodi, California.

Slogan or Sub-phrase—"The Home of the Flame Tokay Grape."

Form of Government—Councilmanic.

How Incorporated—City, 6th class.

Population—1930 U. S. Census report, 6788; local estimate at present, 7350.

White population of age—Males, 1477; Females, 1661—1930 census.

Total colored population, 0.

Total number of males in City, 3406; Females, 3382—1930 census.

American-born population is 78.8% of the whole.

Predominating nationalities of foreign-born residents—Russians, Germans and Italians.

Area—1.51 square miles.

Altitude—55 feet above sea level.

Climate—Mean annual temperature, 60.1 degrees F.; average rainfall, annual, 18.28 inches.

Parks—4, with total acreage of 70 acres, valued at \$53,500.

Assessed Valuation—\$4,760,902, with \$1.00 per \$100 tax rate.

Bonded Debt—\$118,333.34.

Financial Institutions—Two banks and two savings banks, with total deposits of \$5,058,261.31 on December 19, 1934.

Postal Receipts—\$44,619.46 for the year ending November 30, 1934.

Telephones in Service—1765, December 1, 1934.

Churches—22, representing 18 denominations.

Building and Construction—Number of building permits issued 68, valued at \$39,660.00, for the year ending June 30, 1934.

Industry—Chief industry of the city and surrounding territory: Agriculture.

Number of Manufacturing Establishments—45, employing 2200 men and women.

Principal Manufactured Products—Wines, canned fruits and vegetables, tire retreading machines, pumps, cement products, fruit products, brandies.

Trade Area—Retail area has radius of 12 miles, and population of 15,000.

Newspapers—2 dailies.

Hotels—5, with total of 214 rooms. Newest hotel opened in 1928.

Railroads—City served by 3 railroads, as follows: Valley route of Southern Pacific, Central California Traction Company, which is jointly owned by Santa Fe, Western Pacific and Southern Pacific.

Highways—The following highways run through, or to, the city: State Highway No. 99, State Highway No. 53.

Airports—1.

Amusements—Largest auditorium in city seats 1400 persons, High School Auditorium; one moving picture theatre, with total seating capacity of 1028 persons.

Number of Golf Courses—1.

Hospitals—2, with total of 30 beds.

Education—Number of public schools, 6, including 1 high school. Number of parochial schools, 2. Number of pupils in public schools, 2272; in parochial schools, 261. Number of teachers in public schools, 93; in parochial schools, 14.

Public Libraries—1, with total of 21,000 volumes.

City Statistics—Total street mileage, 37, with 25 miles paved. Miles of sewers (storm and sanitary) 12; miles of electric railway, 1; number of water meters, 2250; light meters, 2423; gas meters, 1780. Capacity of water works, 6000 g. p. m., with daily average pump of 2,850,000 gallons, 25.5 miles of main, and plant valued at \$68,811. Fire Department has 5 paid men, with 2 Seagrave Trip, Comb. engines in 2 station houses. Value of fire department real estate and equipment, \$23,117. Police Department has 7 men, with 1 station. Value of Police Department real estate and equipment, \$885.00.

D. D. SMITH, Secretary-Manager, Lodi District Chamber of Commerce.