

— CONSULT THE —  
**CLASSIFIED BUSINESS LISTS**  
 IN THIS DIRECTORY  
 IF YOU WOULD FIND WHAT YOU WISH TO BUY

## LODI STATISTICAL REVIEW

Furnished by the LODI DISTRICT CHAMBER OF COMMERCE

Name of City—LODI, SAN JOAQUIN COUNTY, CALIFORNIA.  
 Slogan or subphrase—"THE HOME OF FLAME TOKAY GRAPES."  
 Form of Government—Councilmanic.  
 How incorporated—City, sixth class.  
 Population—Local estimate at present: 12,000; 1930 U. S. Census, 6,788.  
 White Population of age—Males, 1477; females, 1661—1930 Census.  
 Total colored population—0.  
 American-born population is 78.8% of the whole.  
 Predominating nationalities of foreign-born residents—Russians, Germans, Italians.  
 Area—2.72 square miles.  
 Altitude—51 feet above sea level.  
 Climate—Mean annual temperature, 60.1 degrees F.; average rainfall, annual 18.28 in.  
 Parks—4, with total acreage of 70 acres, valued at \$53,500.  
 Assessed Valuation—1937-1938—\$5,823,107. 1938-1939—\$6,191,345.  
 Tax Rates—1938—City, \$1.00; General County, \$1.70; Schools, \$1.63; total \$4.33.  
 1939—City, \$1.00; General County, \$1.70; Schools, \$1.5092; total, \$4.2092.  
 Bonded Debt—1938—\$73,666.70; 1939—\$64,000.00.  
 Bank Deposits—December 31, 1938—\$6,444,000.00; Dec 31, 1939—\$7,345,000.00  
 Postal Receipts—1938—\$63,405.53; 1939—\$65,313.73.  
 Telephone—Sept 30, 1938—2,955; Sept 30, 1939—3,050.  
 Gas Meters—Dec. 31, 1938—2,736; Dec. 31, 1939—2,955.  
 Water Meters—June 30, 1938—2,579; June 30, 1939—2,851.  
 Electric Meters—June 30, 1938—3,190; June 30, 1939—3,533.  
 Building Permits—Year ending Dec. 31, 1938: No. of Permits 384; Valuation \$643,785.  
 Year ending Dec. 31, 1939; No. of Permits 369; Valuation \$492,959.  
 Churches—22, representing 18 denominations.  
 Industry—Chief industry of the city and surrounding territory: Agriculture.  
 Number of Manufacturing Establishments: 45, employing 2200 men and women.  
 Principal Manufactured Products are: wines, brandy, canned fruits and vegetables, tire retreading equipment, pumps, cement products, fruit products, planing mills, sheet metal works, beverage bottling plants, ice cream and dairy products, sausage and meat products, ice, cold storage and pre-cooling plants, auto tops and bodies, metal products, printing and lithographing, feed mills, livestock and poultry feed and supplies, tools and auto accessories, creameries, tents and awnings, bakeries, foundry, box factories and cooperage plants.  
 Trade Area—Retail trade population, 22,500.  
 Newspapers—Two dailies.  
 Hotels—5, with total of 214 rooms.  
 Railroads—City served by 3 railroads as follows: Valley route of Southern Pacific; Central California Traction Co., which is jointly owned by Santa Fe, Western Pacific and Southern Pacific and two Southern Pacific Branch lines.  
 Bus Service—Pacific Greyhound lines and Gibson River lines.  
 Highways—The following highways run through, or to, the city: U. S. Highway No. 99, State Highway No. 50, and State Highway No. 12.

## HY. GREENBERG

EQUITABLE BOND AND INSURANCE AGENCY

INSURANCE BROKER — BAIL BONDS

42 S. SAN JOAQUIN ST., STOCKTON

PHONE 3-0565





# SAN JOAQUIN BUILDING and LOAN ASSOCIATION



11 S. HUNTER ST., STOCKTON

PHONE 5-5601

Airports—One.

Hospitals—Two, with total of 65 beds.

Education—Number of public schools, 1 union high school and 4 elementary schools. Number of Parochial schools, 2. Number of pupils in public schools, 2893; number in Parochial schools, 455. Number of teachers in public schools, 100; in Parochial schools, 24.

Public Libraries—One, with total of 25,515 volumes.

City Statistics—Total street mileage, 42½ miles with 27½ miles paved.

Electric railway, 1 mile

Sewers, 22 miles storm drains; 32½ miles sanitary sewers.

Fire Department has 6 paid men, with 3 Seagrave Trip. Comb. Engines in 2 station houses. Value of real estate and equipment, \$37,117.

Water Works—Capacity: 7500 G. P. M., with daily average pump of 2,850,000 gallons; 40 miles of water mains. Plant valued at \$55,872.57.

Police Department has 7 men, with 1 station. Value of Police Department, real estate and equipment, \$3,885.00.

LODI'S EIGHTEEN WINERIES have a combined cooerage capacity of 28,177,186 gallons. Total production of wine and brandy by Lodi's wineries:

1936.....	11,689,479	Gallons
1937.....	16,264,991	Gallons
1938.....	13,440,180	Gallons
1939.....	13,965,152	Gallons

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

## THE CITY DIRECTORY

is the most effective and most economical method of reaching all the people all the time. Those who buy without looking at the list of those who sell do themselves a great injustice. The classified lists in the Business Directory form the best Buyers' Guide on earth. A modern, up-to-date method of getting what you want.





# Stockton Merchants Association

CREDIT BUREAU—ADJUSTMENT BUREAU

314 East Main St.

Dial 6-6851



## POLK'S LODI CITY DIRECTORY 1940

COPYRIGHT, 1940, BY R. L. POLK & CO.

### LODI AND THE LODI DISTRICT

Furnished by the LODI DISTRICT CHAMBER OF COMMERCE

THE LODI DISTRICT where nature is superlative, consists of the Fourth Supervisorial district of San Joaquin County and contains 248,700 acres, or approximately the north one-third of the county, and extends from the foothills of the great Sierra Nevada mountains on the east to the waterways of the San Joaquin, Mokelumne and Sacramento Rivers on the west, including thousands of acres of rich reclaimed Delta land nationally known for its productiveness.

Lodi is the principal city in this thriving district and is surrounded by the following towns and trade centers: Lockeford, Clements, Victor, Acampo, Woodbridge, Thornton, Terminous, Live Oak and Youngstown, and other shipping stations. The district is served by three transcontinental railroads—waterways—and practically every road in the district is paved or hard-surfaced.

Lodi is located in Northern San Joaquin County, in the extreme northern part of the great San Joaquin Valley, on 99 Highway, fourteen miles north of Stockton and thirty-five miles south of Sacramento; a population of 12,000; has splendid hotels and restaurants. Its business section is modern and well planned, and its stores and shops are well stocked and doing a good business.

Lodi people are healthy and well educated. In the 1932 nation-wide Health contest sponsored by the American Public Health Association, Lodi won first place and the national trophy in the sixth class which represents all cities in the United States with a population of 20,000 or less. This achievement brought honor to Lodi, the county and the State of California. This city is considered by county and state health officials as a criterion of the health program of the state.

## STATE FARM INSURANCE COMPANIES

E. E. HULSEY, Special Agent

AUTO — FIRE — LIFE

District Office

211 N. California St., Stockton

Phone 7-7155





# B. C. WALLACE & SON

## MORTICIANS

Phone Stockton 6-6993

520 N. Sutter St., Stockton

Lodi public schools rank high in California's high standard educational system, and its union high school is accredited by universities with splendid scholarships; and its four modern elementary schools offer every available advantage in educational achievements. Grammar schools of the district surrounding Lodi are also bright spots in the educational picture and are in close touch with the local schools.

Lodi is a pleasant, healthy, liveable place, with 26 miles of paved streets, brilliantly lighted with ornamental electroliers and lined with public buildings, modern business structures, and attractive homes with beautiful lawns and colorful gardens. Twenty-two churches grace its landscape with large and beautiful structures, which provide adequate spiritual opportunities.

Every month in the year is harvest time in the Lodi District. Bathed in California's golden sunshine, the rich soil of the Lodi District produces crops of superior size and quality. Lodians do not speak of their crops unless they excel, and yet here is produced the greatest diversification of crops of any district in the nation, and will grow abundantly and profitably almost every known kind of fruits, vegetables, grains, nuts, flowers and shrubs which are grown in any state.

The home of the FLAME TOKAY GRAPE. All Tokay grapes produced in the United States are grown within a radius of 35 miles from the City of Lodi, and the Lodi District proper produces 82 per cent of this entire crop. From four to seven million crates of these famous grapes are shipped annually from the Lodi District to the markets of the world. In addition, the District contributes to the fruit bowls and dinner tables, thousands of carloads of wines, peaches, pears, nectarines, plums, prunes, cherries, melons, celery, asparagus, lettuce, peas, beans, rice, potatoes, sweet potatoes, onions, wheat, barley, oats, corn, hogs, cattle, sheep and poultry. It is an agricultural community of growing diversification. Succulent vegetables and luscious fruits, packed for shipment or canned, roll out of fields and warehouses in "seed-catalog" variety. The District's soil, a rich, sandy loam, is a "Good Provider."

The Lodi District shipping record reveals that 13,000 to 15,000 carloads of farm products are shipped annually, 75 per cent of which is perishable or refrigerated freight, and in addition a vast tonnage of fruits and vegetables is moved by truck. On the average 240 carloads of products of the soil leave the Lodi District every week in the year.

Grapes and wine lead diversified products of this district which is the center of the United States wine industry. Lodi District is the largest wine grape producing area, has the largest group of wineries and the biggest single winery in the United States. The eighteen large wineries in this district have a combined capacity of over twenty-eight million gallons, which capacity justly entitles Lodi to be known as the "WINE CENTER OF THE UNITED STATES." This is made possible by the immense vineyard acreage of the district, exceptional quality of grapes produced, the large production of the vineyards and over fifty varieties of grapes that grow to perfection here. These advantages make it possible to produce almost every known kind of wine under the most favorable conditions. Seven of these wineries are co-operative, owned and operated by the vineyardists of the District.



L. J. SALSIG

JOHN WAGER

# STOCKTON SHEET METAL WORKS

37 N. American St.

Phone 2-6718

## RECREATION PLENTIFUL IN THE LODI DISTRICT

The City of Lodi is proud of its four parks with their tennis courts, ball diamonds, play grounds, plunge, well kept lawns, trees, shrubs and flowers. Outstanding among these is the beautiful Municipal Lake Park with its clear water, bathing beaches, boating, picnic grounds, shade trees and drive. Base ball, football, soft ball and aquatic sports all have their season and receive the support of the community. The scenic and tricky Woodbridge Golf and Country Club with its natural hazards, grass greens and fairways, is only ten minutes from the business section of Lodi; with one-half dozen other golf courses within 30 to 60 minutes by automobile. Trout streams and mountain lakes in the Sierra Mountains are reached by automobile in one to two hours, and two to three hours will take you to dozens of high Sierra resorts, snow capped peaks, the wonderful Calaveras Big Trees, Yosemite Valley, Lake Tahoe, Silver Lake, the Mother Lode country, and hundreds of scenic and appealing camp sites. Two and one-half hours by automobile will also reach San Francisco, Oakland, Berkeley and all San Francisco Bay attractions, and just a little longer will find you at Santa Cruz or Monterey Bay points. Twenty to thirty minutes ride will reach the wonderful striped bass waters of the Delta west of Lodi, also the duck, snipe, pheasant and quail hunting grounds. A short hour's trip takes you to Sacramento, the State capital.

Nothing was ever sold by

**ADVERTISING**

Until the Customer found out

where it could be bought

## JOHN MULDOWNEY PRINTING CO.

THIS DIRECTORY PRINTED BY

**MANUFACTURERS OF THE BEST IN PRINTING**

128-130 N. California St., Stockton

Telephone 2-8315