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INCLUDING LODI  
(SAN JOAQUIN COUNTY, CALIF.)

**CITY DIRECTORY**

**1953-54**

Containing an Alphabetical Directory of Business Concerns and Private Citizens, a Street and Avenue Guide and Directory of Householders of Stockton and Lodi, Rural Routes, a Numerical Telephone Guide of Lodi and Much Information of a Miscellaneous Character; also a

**BUYERS' GUIDE**

AND A COMPLETE

**CLASSIFIED BUSINESS DIRECTORY**

FOR CONTENTS SEE INTRODUCTION  
AND  
GENERAL INDEX ON PAGE III

Sold on Subscription



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

604 Mission Street, San Francisco, California

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# INTRODUCTION AND GENERAL INDEX

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R. L. POLK & CO., publishers of more than 750 city, county, state and national Directories, present to subscribers and the general public, this, the 1953-54 edition of the Stockton City Directory, which also includes Lodi and the rural routes emanating from the Stockton and Lodi Post Offices.

Confidence in the continued growth of Stockton's industry, population and wealth, and in the advancement of its civic and social activities, will be maintained as sections of this Directory are consulted, for the Directory is a mirror truly reflecting Stockton to the world.

The enviable position occupied by R. L. POLK & CO.'S Directories in the estimation of the public throughout the country, has been established by rendering the best in Directory service. With an unrivaled organization, and having had the courteous and hearty cooperation of the business and professional men and residents, the publishers feel that the result of their labors will meet with the approval of every user, and that the Stockton Directory will fulfill its mission as a source of authentic information pertaining to the city and vicinity.

## Six Major Departments (Each department beginning with Page 1)

The six major departments are arranged in the following order:—

I. THE ALPHABETICAL LIST OF NAMES of residents and business and professional concerns of Stockton is the first major department, printed on white paper. This is the only record in existence that aims to show the name, marital status, occupation and address of each adult resident of Stockton, and the name, official personnel, nature and address of each firm and corporation in the city. A similar list for Lodi appears farther on in the Directory.

II. THE DIRECTORY OF HOUSEHOLDERS, INCLUDING STREET AND AVENUE GUIDE, for Stockton, on pink paper, is the second major department. In this section the numbered streets are arranged in numerical order, followed by the named streets in alphabetical order; the numbers of the residences and business concerns are arranged in numerical order under the name of each street, and the names of the householders and concerns are placed opposite the numbers. The names of the intersecting streets appear at their respective crossing points on each street. A special feature of this section is the designation of tenant-owned homes. A similar guide for Lodi will be found farther on in the Directory.

III. THE BUYERS' GUIDE, the third major department, printed on golden-rod paper, contains the advertisements of leading manufacturing, business and professional interests of Stockton and vicinity. The advertisements are indexed under headings descriptive of the business represented. This is reference advertising at its best, and merits a survey by all buyers eager to familiarize themselves with sources of supply. In a progressive community like Stockton, the necessity of having this kind of information immediately available, is obvious. General appreciation of this fact is evidenced by the many reference users of this City Directory service.

IV. THE CLASSIFIED BUSINESS DIRECTORY is the fourth major department, printed on yellow paper. This department lists the names of all business and professional concerns of the whole community in alphabetical order under appropriate headings. This feature constitutes an invaluable and indispensable catalog of the numerous interests of the community. The Directory is the common intermediary between buyer and seller. As such it plays an important part in the daily activities of the commercial and professional world. More buyers and sellers meet through the Classified Business Directory than through any other medium.

V. THE RURAL ROUTES DIRECTORY, covering the routes served by the,

Stockton and Lodi Post Offices, is the fifth major department, printed on white paper.

VI. THE NUMERICAL TELEPHONE DIRECTORY, covering Lodi, on blue paper, is the sixth major department.

#### Community Publicity

The Directory reflects the achievements and ambitions of the community, depicting in unbiased terms what it has to offer as a place of residence, as a business location, as a port, as a manufacturing site and as an educational center. To broadcast this information, the publishers have placed copies of this issue of the Directory in Directory Libraries, where they are readily available for free public reference, and serve as perpetual and reliable advertisements of Stockton and vicinity.

#### The Stockton Directory Library

Through the courtesy of the publishers of the Stockton City Directory, a Directory Library is maintained in the offices of the Stockton Free Public Library, for free reference by the general public. This is one of more than 600 Directory Libraries installed in the chief cities of the U. S. and Canada by members of the Association of North American Directory Publishers, under whose supervision the system is operated.

The publishers appreciatively acknowledge the recognition by those progressive business and professional men who have demonstrated their confidence in the City Directory as an advertising medium, with assurance that it will bring a commensurate return.

R. L. POLK & CO.,  
Publishers.



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# DIRECTORY SYMBOLS AND DESIGNATIONS

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OAKWOOD PL (North Brunswick Twp)—  
From Clermont av south, 1 east of  
Jerome pl  
50 Vigilante Carmelo C 4  
8 Ford Wm H 2  
10 Orlando Jos 3  
12 Daly John V 2  
14 DeMaria Pasquale 3  
16 Sandstedt John W 2  
17 Thomas Bernard C H 2  
19 Brown Harris W 2  
21 Chish John 2  
22 Gronsky Steph 2  
23 Mandel Sami 3  
26 Guinenary Michl 3  
Glenridge av intersects  
OLD MILL LANE (North Brunswick Twp)  
—Continuation of Mill la  
Winkler Allen J 2  
Wlodzka Wm W 2

**ALPHABETICAL SECTION**

" Lincoln (Telegraph-Cherry Hill Service) 26244 Pennie (Dearborn Twp)  
Dykas John A (John's Barber Shop) r  
9186 Steele (Det)  
Dyke Chas driver Dearborn Coach r200  
Inkster rd  
" Harry (Peggy) tool mkr Ford h413  
Bingham  
" Saml jr (Maxine M) dent supt Ford  
h6453 Hartw  
Wm (Helen) form Ford h6244 Wil-  
liamson  
" Jkl Danl prtn mkr Ford r6811 Bingham  
" John emp Ford h6811 Bingham  
Dymont Percy (Alice E) real est 15400  
Warren av h7431 Manor  
Dymmel Nelson H (Vivian) drftsman  
Continental Motors h3434 Harding  
Dymock Gas (Hub) Ford h6143  
Mead

TELEPHONE SUBSCRIBER

HOME OWNER

"r"—RESIDENT

"h"—HOUSEHOLDER

WIFE'S NAME

OCCUPATION

EMPLOYER

**I**N ADDITION to names and addresses, your City Directory contains much detailed information concerning the people of your community. In order to list this information certain symbols and designations have been developed which enable important statistics to be compressed into the smallest possible space. You will receive far greater benefits from your City Directory if you familiarize yourself with the symbols and what they stand for.

In checking credit applications, in conducting direct mail advertising programs, in planning sales campaigns, in building prospect lines, and in scores of other ways your City Directory will prove of invaluable assistance.

**KNOW YOUR DIRECTORY SYMBOLS**

# STOCKTON AND SAN JOAQUIN COUNTY

(Courtesy of Chamber of Commerce)

## STATISTICAL REVIEW OF STOCKTON

Slogan—California's Only Inland Deep-Water Port. "The Port of Opportunity."

Form of Government—City manager. City founded in 1844, incorporated in 1850.

Population—1950 U. S. Census for city proper, 70,853; 1953 estimate 75,000.

Area—City proper, 13.156 square miles; metropolitan area, 30 square miles.

Altitude—23 feet above sea level.

Climate—Mean annual temperature, 59.6 degrees F.

Parks—24, with total of 276 acres.

Assessed Valuation—\$82,844,855 (1951).

Financial Data—8 banks, with total deposits of \$171,743,839 (year 1952), and total clearings of \$558,831,881 in 1952. 4 building and loan associations.

Telephones in Service—44,221 (Dec. 31, 1952).

Churches—94.

Real Estate—Number of homes, 23,559; multiple dwellings, 6,765.

Industry—San Joaquin County has 494 manufacturing establishments, employing 15,600 persons, with a total annual payroll of \$46,804,000.

Trade—3,100 retail establishments serve 350,000 people within the trading area covering a radius of 25 miles to the north, 40 miles to the west, 70 miles to the south, and 100 miles to the east. Jobbing territory (314 wholesale establishments) includes 750,000 people. Retail sales in 1952, \$324,017,000; wholesale sales, \$250,000,000.

Newspapers—1 daily, with circulation of 51,000.

Hotels—96, with total of 7,000 rooms.

Transportation—5 steam and 1 electric railroads; 3 river transportation lines.

Airports—2.

Amusements—Largest auditorium in city seats 3,700 persons. 14 theatres, with total seating capacity of 11,052 people. 2 drive-in theatres.

Hospitals—6.

Education—1 college and 1 junior college. 23 elementary schools, 5 high schools, and 6 parochial schools. Number of pupils in public schools, 24,566; in private, 1,145. Total number of teachers, 882. Value of public school property, \$125,949,465.

Public Libraries—1, with 320,000 volumes; also phonograph records and films.

City Statistics—Total street mileage, 220.10, all paved. Miles of gas mains, 642; storm sewers, 88; sanitary sewers, 203.9. 11 city bus lines, with 146 buses. Capacity of water works (private), 40,000,000 gallons; daily average pumpage, 15,000,000 gallons. Fire department has 129 men, with 9 engines, 9 triple-combination pumper companies, a service ladder company, an aerial ladder company and a rescue company; 4 triple-combination pumpers in reserve; two 500-gallon-per-minute combination pumpers for major fires, and two smaller units;

two 500-gallon-per-minute civil defense trailer units; and 7 station houses. Police department has 98 men, 5 parking-violation deputies, 13 motorcycles, 3 wheel cycles and 24 police cars.

### SAN JOAQUIN COUNTY

Extending westward for many miles from the foothills of the Sierra Nevada Mountain Range, across the northern end of the San Joaquin Valley, reaching deep into the Delta area, lies San Joaquin County.

This great inland empire encompasses some of the most fertile farm land in the world, including California's richest agricultural counties. It is nationally-renowned for its tomatoes, Tokay, wine and table grapes, celery, asparagus, potatoes, sugar beets, lima beans, fruit, nuts and grain. It also is one of the most important dairy centers in the U. S.

Located east of this rich agricultural region in the foothills of the Sierras, along the Mother Lode Highway, are many towns and cities famous from Gold Rush days. This territory abounds both in deep mines and placer, the latter now being handled by dredges. Not only gold, water and power come from this Sierra region, but sugar pine and cedar, lime, cement, cattle and wool are exported through the inland deep-water Port of Stockton. These add to the rich agricultural products of the Valley region to form the cargoes of many ocean-going ships which journey up the deep-water channel to carry commodities to all corners of the world.

This fast-growing inland deep-water port includes, in addition to the 32-foot ship channel dredged for 30 miles through the peat islands of the San Joaquin Delta, a most modern terminal with warehouse and railroad facilities, forming one of the largest general cargo terminals on the Pacific Coast. It is equipped for bulk grain loading, as well as for bulk cement, molasses and gasoline unloading, and has assembling and handling facilities, including over 22 acres roofed from the weather, that allow the steamers calling at the port continually to set new records for loading and unloading freight.

From the wide San Joaquin River just before it enters San Pablo Bay, the ship channel was cut in long sweeping curves through the tangled waterways of the Delta. The route of the channel goes past fertile islands recently reclaimed from a watery grave which set the new world production records for yields of potatoes, celery and asparagus. Other fertile tracts of Delta land along the channel are below river level, and have been successfully protected by levees against the spring flood waters for many years, to become the richest agricultural land in the world, even more prolific than the fabulous Nile Delta. The channel reaches Stockton, once the port of sailing clippers and river packets, from which the roads radiate toward Jackson, San Andreas, Sonora, Angels Camp and other cities and towns famous in Gold Rush days as "The Southern Mines." These roads now bring the products of mine and forest back to Stockton and its inland deep-water port over the same routes followed by the stage coaches, freight wagons and burros of the early-day miners.

When Capt. Charles M. Weber, the founder of Stockton, first settled on the banks of the Delta's channels, he had called his village by the uninspired name of Tuleberg. But that he envisioned the ultimate development of these waters is seen in his re-naming the town for Commodore Robert Field Stockton, through whom he hoped to gain Federal aid in plans for an improved shipping route. Capt. Weber had seen the value of locating a settlement at the point where navigable streams would make possible shipment of goods between this and any port in the world, while en route from Sacramento to San Jose in the year 1831.

Today, Stockton is a modern city, small enough to be friendly and large enough to be commercially varied and prosperous. Stockton combines the things that men seek for themselves and for their families in an unusually well-balanced bill of fare.

Many major industries use the port, being located in the adjoining territory close to the source of their raw materials. From Sierra timber land comes the Western incense cedar, which, after drying and curing, is cut, shaped, kiln-dried, dyed and bundled, ready for shipment to Stockton's two pencil slab factories. They insert graphite, glue the slab together and finish into fine lead pencils. Since Southern cedar is almost a thing of the past, the trade has come to rely upon Western incense cedar for practically all the wood for pencils used by commerce and industry throughout the world. Of five factories on the Pacific Coast furnishing this supply, two are located in Stockton.

In 1952, there were 506 manufacturing plants in the Stockton metropolitan area, producing 107 different types of commercial goods, and employing around 15,900 workers. At one time shipbuilding was the largest local industry. Now, although there are five active shipyards, farm implement manufacturing, paper processing, canning factories and food processing employ the most personnel.

San Joaquin County industries have seen the origin of several types of nationally and internationally known implements, such as the caterpillar tractor, heavy dirt-moving machinery and grain and green crop harvesters. These were developed locally to surmount problems peculiar to the soils and conditions of this area and since have been distributed throughout the world. Industry has kept pace with agriculture in its development, and is constantly designing new implements for farm use and improved methods of processing farm produce. Many products of this area have achieved global distribution. All the processed foods have world-wide markets, as have the grains and live stock feed mixtures and other products. San Joaquin County, in addition to being a production center, also is a natural distributing point to all markets.

Returning once more to the fertile lowlands, we see how the early agricultural pioneers reclaimed the first delta land with levees built by Chinese coolie labor with wheelbarrows. Later, clam-shell dredges built more permanent levees, and much of the rich delta islands many feet below river level were reclaimed. Irrigation and seepage water coming in by gravity is picked up with modern propeller pumps and pushed through siphons over the levees into the river.

This network of waterways, besides being a fisherman's paradise, furnishes sanctuary to wild life. The territory teems with coots and mudhens, which live off the gleanings of the bountiful harvest. Also, white cranes and gray herons abound, and the flooded islands furnish resting places for numerous ducks and geese.

Field corn is bountiful on many of the islands, although this crop is gradually being displaced with the more intensive crops. Thousands of acres are devoted to asparagus beds, where, during season, Filipino agricultural workers can be seen cutting and harvesting both the white asparagus for the canneries and the more mature green-tipped asparagus for the market packs. It is gathered in powered sleds, taken to packing houses nearby, and there carefully graded, cut to length, and packed on wet moss in crates for shipment to distant wholesale markets.

San Joaquin County is No. 1 of all the counties in the U. S. in the production of tomatoes. This county's production per acre is twice the production per acre of Eastern and Midwestern tomato areas. The majority of tomatoes grown in the county are of the round type, with a small percentage of the pear-shaped variety. Tomatoes produced in San Joaquin County bring growers over \$10,000,000 annually. By the time these tomatoes are processed they are valued at nearly \$50,000,000.

In the irrigation districts and other irrigated farms throughout the county, dairying is a major industry. Herds of fine pure-bred cattle abound, and production records are broken frequently. Many of these produce fine market milk under carefully-regulated conditions for local and San Francisco Bay markets, while other dairy farmers sell their milk to the nine condenseries in the territory, or to the creameries producing butter for local and Bay markets. With such outlets for milk, it is small wonder that dairying (with the allied alfalfa-raising) is one of the most important industries in this territory.

Many sections of California have heavy production of grapes, but in the Lodi territory in San Joaquin County this is a major crop, and the Flame Tokay of this vicinity has national renown. The vineyards, many with fifteen to thirty-year-old vines heavily laden with fruit, are busy scenes in the early fall. It is the season when the grapes are carefully picked, so as not to rub the bloom off the fruit, and placed in boxes and shipped to Eastern auctions.

Much of the late-season Tokay grape product finds its way into the large wineries in the surrounding territory to supplement the juice of purple wine grapes, also grown prolifically in many vineyards.

Thus San Joaquin County, of which Stockton is the center, has a tremendous diversity of natural resources supplying varied agricultural and industrial products. Many of these products find their way back to Stockton over the same routes taken by the 49'ers of Gold Rush days on their return from the Southern Mines after they had "made their poke."

## THE PORT OF STOCKTON

The purpose of establishing "California's Inland Seaport" at Stockton was, and is, to afford low-cost water transportation of cargoes over the wharves at Stockton, the gateway to central California. Because of location in the heart of the great Central Valley, the Port of Stockton can offer substantial savings on most commodities that are moved through the terminal. This savings is applicable in the territory bounded by the Oregon border on the north and Bakersfield on the south.

The following facts and figures clearly point out the important place in world commerce that the Port of Stockton has attained since it opened for deep-water navigation in 1933—

(1) The Port of Stockton has experienced a rapid increase in the total annual tonnage handled over its wharves. In 1933 the total tonnage handled was 309,546 short tons, and it rose to 1,880,825 tons in 1952.

(2) Because of location, Central Valley shippers, by lower inland freight rates to the Port of Stockton, average saving from \$1 per ton at a distance of 150 miles from Stockton to \$3 per ton from the immediate vicinity of Stockton, when their commodities are shipped by the Port of Stockton.

(3) Modern in every detail, the berths of the Port of Stockton can accommodate a total of seven ocean-going freighters of the largest American Merchant Marine type for dry cargo, an oil berth facility to accommodate oil barges, and a bulk-ore berth that will accommodate a vessel of 550 feet in length.

(4) "California's Inland Seaport" is located 77 nautical miles directly east of the Golden Gate, and was first opened to world commerce on Feb. 2, 1933.

(5) More than 2,800 ocean-going vessels have loaded or discharged cargo over the terminal's wharves since its opening.

(6) The total tonnage handled by all of the Port's facilities from 1933 through 1952 was 15,626,409 short tons.

(7) Federal, State and local funds totaling \$10,000,000 have been invested in terminal, warehouse and railroad facilities, dredging and rights-of-way, spoils-disposal and navigational aids along the channel.

(8) Berthing capacity . . . . .	8 steamers
Lineal berthing at wharf . . . . .	3,892 ft.
Open wharf area . . . . .	131,872 sq. ft.
Total area under cover . . . . .	1,311,430 sq. ft.
	. or 30 acres
Paved open storage area . . . . .	20 acres
Approximate cost of structures and facilities . . . . .	\$4,355,750
Minimum bottom width of channel . . . . .	250 ft.
Depth of water . . . . .	32 ft.
Warehouses (18) . . . . .	505,000 sq. ft.

(9) The Port of Stockton operates warehouse units of the most modern construction, with automatic sprinkler alarm and sprinkler system throughout, making the lowest possible insurance rates for contents stored.

(10) In addition to the ocean terminal, the Port of Stockton operates 4,664 lineal feet of public wharves for the accommodation of shallow-draft inland vessels.

(11) The ocean terminal area includes: COTTON COMPRESS, 274,560 square feet of storage area and press room; GRAIN TERMINAL, prepared to handle 55,000 tons storage capacity of California barley and other grains; LUMBER TERMINAL, for distribution of lumber to Central Valley points; MOLASSES TANKS, storing molasses to feed California live stock; CEMENT SILOS, distributing shiploads of cement; OIL TERMINAL, located on 70 acres adjacent to the Port of Stockton, having storage tanks for distribution of petroleum and petroleum products; BULK-ORE LOADER, for loading out ore, coal and other bulk commodities, with stockpiling capacity of 100,000 tons.

The Port facilities are served by a belt-line railroad, operated by the Western Pacific, Santa Fe and Southern Pacific companies.

Terminal rates are maintained at Stockton by steamship lines operating in the domestic and foreign trade routes. Freight rates are the same as at other Pacific Coast ports of call.

Leading volume commodities from the Central Valley of California, of which Stockton is the ocean gateway, as well as commodities consumed in this vast inland empire, are: Apricots, asparagus, barley, beans, cement, gasoline, lumber, molasses, milk products, olives, bulk ores and coal, peaches, pears, raisins, spinach, sugar, tomatoes, wine, wool, and hundreds of processed and manufactured items.

### STATISTICAL REVIEW OF LODI

Form of Government—City manager. Incorporated as a city of the 6th class, Dec. 6, 1906.

Population—City, 13,798 (1950 U. S. Census); retail trade area, 33,000 (estimated). American-born, 80.6 per cent. Predominating nationalities of foreign-born residents: Russian, German and Italian.

Area— $3\frac{1}{2}$  square miles.

Altitude—51 feet above sea level.

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

Tax Rates—County 2.112; Grade School 1.080; High School .716; Mosquito District .086; City 1.00; Total 4.994.

Public Utilities—Municipally-operated electric and water system.

Building and Construction—526 permits, with total value of \$2,358,705 issued in 1951.

Education—Public school system includes 1 high school and 4 elementary schools; total enrollment, 3,043; teachers, 123. 1 high and 3 elementary parochial schools; total enrollment, 823; teachers, 38.

Public Libraries—1, with 38,000 volumes. Number of volumes loaned in 1951, 93,000.

Amusements—Stadium (Grape Bowl), with seating capacity of 21,000. Also 5 auditoriums: Festival Pavilion, seating 3,000; Armory, seating 2,000; high school, seating 1,300; Legion building, seating 600, and Chamber of Commerce auditorium, seating 156. 1 football field, 1 soft ball field and 1 hard ball diamond. Rodeos, midget auto and motorcycle races, pageants. 3 moving-picture theatres, seating total of 2,782; 1 drive-in theatre.

Churches—32, representing 23 denominations.

Youth Organizations—Rainbow Girls, Junior Woman's Club, Girl Scouts, Camp Fire Girls, DeMolay, Boy Scouts, Sea Scouts and Youth Center.

Clubs—6 men's service clubs, 17 women's clubs, 25 women's or men's fraternal organizations, 8 veterans' organizations.

Radio Stations—KCVR, 1570 kilocycles.

Highways—U. S. 99; State 12 and 50.

Hospitals—3, with total of 122 beds.

Hotels—5, with total of 214 rooms.

Recreation—Woodbridge Golf Club, Lodi Swimming Club, tennis courts. City Recreation Department has 4 full-time employees and 10 part-time employees; activities include basketball, baseball, soft ball, volley ball, badminton, table tennis, horseshoes, croquet, roller skating, bowling and handicraft.

Parks—Lodi Municipal Lake Park, with 89.5 acres, 21.5 of which is picnic grounds and beach, and 56 of which is water for swimming and boating.

Bus Transportation—City Transit Bus system, with 12.5 miles of bus routes, and half-hour service. Pacific Greyhound Lines, 54 buses daily; Gibson Lines, 9 buses daily. 2 taxi companies.

Railroads—3: Valley Route of the Southern Pacific (4 passenger trains daily) and 2 branch lines; Central California Traction Co. (jointly owned by Santa Fe, Western Pacific and Southern Pacific); and Western Pacific (6 miles southwest, at Kingdon Station).



Airports—2 privately-owned.

Industry—Main industry of Lodi District is agriculture. Principal crops: Grapes, peaches, plums, cherries, apricots, walnuts, almonds, olives, asparagus, celery, tomatoes, spinach, potatoes and onions. Industrial establishments include a beverage blending and bottling plant, cold-storage lockers, pre-cooling plant, printing and lithographing plant, and fertilizer plant. Manufactured products include wines, brandy, canned fruits and vegetables, tire-retreading and steam-cleaning equipment, pumps, cement products, ice cream, sausage and meat products, metal products, precision tools, tents and awnings, foundry products, boxes, aprons, frozen foods, and dry cereal products.

### GENERAL REVIEW OF LODI DISTRICT

The Lodi District, where nature is superlative, consists of the 45th Supervisorial District of San Joaquin County and contains 248,700 acres, or approximately the north one-third of the county. It 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, as well as good 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 U. S. Highway 99 and State Highways 12 and 50, fourteen miles north of Stockton and 35 miles south of Sacramento. The city has splendid hotels and restaurants; its business section is modern and well-planned, and its stores and shops are well-stocked.

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

Lodi is a pleasant, healthful, liveable place, with 33 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. Adequate spiritual opportunities are provided by 32 churches.

Every month of the year is harvest time in the Lodi District. Bathed in California's golden sunshine, the rich soil of the 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. Here grow abundantly and profitably almost all kinds of fruits, vegetables, grains, nuts, flowers and shrubs found in any state.

The Lodi District is the home of the FLAME TOKAY GRAPE. It produces over 97 per cent of all Tokay grapes grown in the world. From four to seven million crates of these famous grapes are shipped annually from the Lodi District to the markets of the globe. In addition, the District contributes to fruit bowls and dinner tables, thousands of carloads of wines, peaches, pears, nectarines, plums, prunes, apricots, 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 American wine industry. The Lodi District is the largest wine grape producing area and has the largest group of wineries. The 19 large wineries have a combined capacity of over 40,000,000 gallons.

Although primarily an agricultural area, Lodi is now taking its place in the industrial world. Besides the great wine industry producing nationally-known brands of fine wines and brandies, there are the Super Mold Corp., manufacturers of tire-recapping molds and component parts; General Mills, Inc., a new cereal plant; the Wine Growers Guild new blending and bottling plant; Stokely Foods, Inc.; the Thornton Canning Co., and many other smaller industries, giving a balance to the economic picture in this thriving area.

The city of Lodi is proud of its four parks with their tennis courts, ball diamonds, playgrounds, 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. Baseball, football, soft ball and aquatic sports all have their season, and receive the support of the community. Lodi's Municipal Stadium, "THE GRAPE BOWL," is the last word in stadium construction. Each year this stadium is the scene of many outstanding collegiate games. The scenic and tricky Woodbridge Golf and Country Club course, with its natural hazards, grass greens and fairways, is only ten minutes from the business section of Lodi, and there are a half-dozen golf courses within 30 to 60 minutes by automobile. Trout streams and mountain lakes in the Sierras are reached by automobile in one to two hours, and two to three hours will take one to dozens of high-Sierra resorts, snow-capped peaks, the remarkable Calaveras Big Trees, Yosemite Valley, Lake Tahoe, Silver Lake, the Mother Lode country, and hundreds of scenic and appealing camp sites. In 2½ hours by automobile one can reach San Francisco, Oakland, Berkeley and all San Francisco Bay attractions, and just a little longer time will be required to reach Santa Cruz or Monterey Bay points. Twenty to thirty minutes' ride will take one to the wonderful striped bass waters of the Delta west of Lodi, also the duck, snipe, pheasant and quail shooting grounds. An hour's trip takes one to Sacramento, the State Capital.

