
All Kinds of Roofing

CHARTER WAY SHINGLES SALES



**SHINGLES SHAKES RIDGE UNITS
COMPOSITION SHINGLES**



Roof-Top Delivery



PHONES: YARD HOward 2-5470

IF NO ANSWER CALL

HOward 3-9719

1123 EAST CHARTER WAY

ABOVE SUBWAY

STOCKTON 5, CALIFORNIA

RUGS & UPHOLSTERY

DURACLEANED

"IN YOUR HOME OR IN OUR SHOP"

- Cleans
- Restores lustre
- Revives color
- Raises pile
- Re-enlivens wool fibers
- Dirt removed by absorption . . . not driven in
- No breaking of fibers by mechanical scrubbing
- No strong soaps or alkalis
- No shrinkage from soaking
- Use again same day



FREE ESTIMATES — REASONABLE PRICES

"Auto Upholstery Cleaned"



PHONE

HOward 3-7531

YOUR DURACLEAN CRAFTSMEN

1965 W. CHRISTINA AVE.

STOCKTON



San Joaquin First Federal Savings and Loan Association

68 Years of Service

1889 — 1957

**Savings Accounts Insured Up To \$10,000 Each
By Federal Savings & Loan Insurance Corp.**

HAROLD A. NOBLE

President

F. L. BITTERMAN

Sec.-Treas.

Where Your Savings Go Into Home Loans

**240 N. San Joaquin
at
Miner Av.**

**Phone
HOWard 5-5601**

STOCKTON

YOUR money earns $3\frac{1}{2}\%$ in a SAVINGS ACCOUNT

at
STOCKTON

LAND, LOAN and BUILDING



A Savings & Loan Assn.
since 1887

Association

36 S. SAN JOAQUIN HO 5-5995

Please! Do Not Lend Your CITY DIRECTORY

IT COSTS YOU MONEY—Every Time it Is Loaned

The practice of lending your City Directory, in a great measure, is responsible for the increasing cost of Directory Service.

The reason is:—

There is a definite cost involved in the making of the DIRECTORY of Your City.

THIS COST MUST BE ABSORBED BY THE SUBSCRIBERS—BE THEY ONE—OR BE THEY 1000.

If there were but ONE SUBSCRIBER to the CITY DIRECTORY—THE ONE SUBSCRIBER would of necessity have to absorb THE WHOLE COST.

If there were 100 SUBSCRIBERS—each one would have to absorb 1/100th PART OF THE WHOLE COST.

If there were 1000 SUBSCRIBERS—each one would have to absorb 1/1000th PART OF THE WHOLE COST.

From which it is obvious that the GREATER the number of subscribers—the LESSER the cost to each.

And

It is also obvious that the LESSER the number of subscribers—the GREATER the cost to each.

Every time you loan your City Directory the LESS NECESSITY THERE IS FOR THE BORROWER TO SUBSCRIBE FOR THE SERVICE.

MORE BORROWERS result in FEWER SUBSCRIBERS which means INCREASED COST.

THE PUBLISHERS



**CESSPOOLS
SEPTIC TANKS**



SERVICE

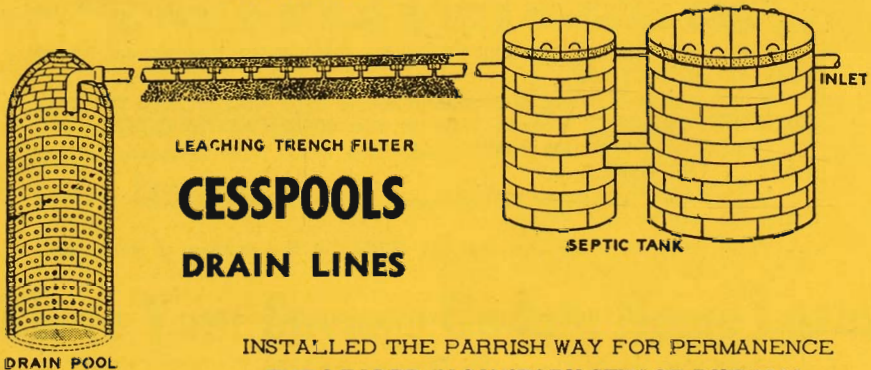


- PUMPING
- DRILLING
- TRENCHING
- INSTALLING

**STOCKTON'S
LOWEST
RATES**

SEPTIC TANKS

"THE PARRISH SYSTEM" IS COUNTY APPROVED
GROUND SURFACE



INSTALLED THE PARRISH WAY FOR PERMANENCE
THE LEADER IN SANITARY SEWAGE DISPOSAL

Easy Terms -- 10% Dwn. -- 36 Mo. to Pay -- Work and Materials Guaranteed

FAMOUS ONE DAY SERVICE ANYWHERE IN VALLEY

DAY TEL. - HOward 6-9607 - NIGHT

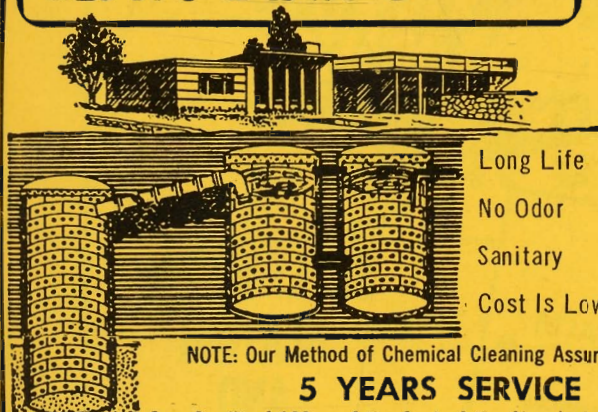
D. A. PARRISH & SONS, INC.

3128 EAST MINER AVENUE

STOCKTON

The DELTA DISPOSAL SYSTEM
SEPTIC TANK AND CESSPOOL
Service

5 YEAR GUARANTEE



- Long Life
- No Odor
- Sanitary
- Cost Is Low

NOTE: Our Method of Chemical Cleaning Assures You of

5 YEARS SERVICE

Or a Credit of 100% of the Cost of the Chemical Cleaning Job Will Be Allowed on Any New System Installed by Us.
Special Low Rates on Commercial Jobs

SAND

**PUMPING
 REPAIRING**

New Systems

DRAINS CLEANED

Famous "DELTA"
 Cesspools and Septic Tanks



**Nothing Down
 3 Years to Pay**

**State & County
 Approved**

DELTA CESSPOOL & SEPTIC TANK SERVICE, INC.

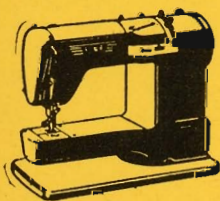
Fast Service
 Day or Night

HOward 3-3955 - HOward 3-1269

Low Cost
 Free Estimates

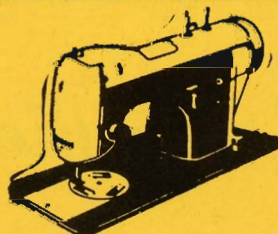
Room 312 Calif. Bldg. — Yard and Plant, 2028 E. 7th St.

SEWING MACHINES



Desks and Consoles
 Lightest Portable - only 17 lbs.

MIRACULOUS
 PUSH-BUTTON NECCHI



NEW! Only cabinet machine in the world that darns, monograms, blindstitches and makes buttonholes automatically.

NEW! Makes thousands of embroidery stitches automatically.

NEW! Does everyday sewing all by itself!

ELNA — World's only 100% automatic portable sewing machine!

Sews automatically . . . without attachments, dials or levers. Darns, blindstitches, makes buttonholes and unlimited decorative stitches. Free arm for darning. Case opens to fullsize work table!

APPROVED BY UNITED STATES TESTING CO., INC. FOR QUALITY, AVAILABILITY of PARTS and SERVICE

BEFORE YOU BUY, come in or phone for FREE DEMONSTRATION

Liberal trade-in allowance • Convenient terms • Also RENTALS, SERVICE and REPAIRS of all makes of sewing machines. Many used, reconditioned sewing machines at low, low prices.



Sewing Machine Center

CALL HOward 2-7196

139 N. SUTTER

STOCKTON

LYONS



RESIDENTIAL
COMMERCIAL
CONTRACTING - SALES
REPAIRS

WATER HEATERS - FURNACES
BATHROOM and KITCHEN
REMODELING

EDW. P. LYONS CO.
21 YEARS
OF

GUARANTEED WORKMANSHIP

**SHEET METAL
HEATING
AND
PLUMBING**

TEL. HOward
2-0524

1625 E. MAIN STREET
F.H.A. TERMS

Cashiers!

Tellers!

Clerks!

Do your employers
furnish you with the
latest edition of the
City Directory



You need it at your elbow at all times, to protect your company from forgers and bad-check artists. A few questions, checked against City Directory information, will trip them at once. Intelligent use of the City Directory for this purpose has saved thousands of dollars and helped make some cities "too sharp" for bad-check "operators."

Scott Bros.
SIGN CO.

— ● —

708 E. MARKET

— ● —

Tel. HOward 5-2645

— ● —

Walls — Truck Lettering — Bulletins

Office Doors — Posters — Cartoons

Scotchlite Reflector Signs — Metal Letters

Real Estate Signs — Screen Process Printing

HICKINBOTHAM BROS., Ltd.

Established 1852



WHOLESALE DISTRIBUTORS

STEEL and ALLOYS

WELDING SUPPLIES

SHOP TOOLS and EQUIPMENT

INDUSTRIAL SUPPLIES

HEAVY HARDWARE

PIPE, FITTINGS and VALVES



536 S. Aurora St. Stockton, Calif.

Phone HOward 6-9541

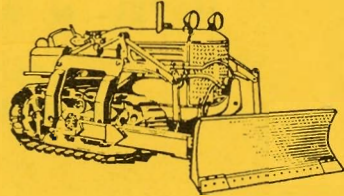
Allied Surplus Co.

Construction Equipment

Machinery

Tools

BOUGHT SOLD EXCHANGED



2905 EAST MINER AVENUE

STOCKTON

TEL. HOward 4-4677

TIRES

ROYAL TIRES of STOCKTON INC.



JIM CONNOR — ED POWELL

U. S. ROYAL TIRES

QUALITY TIRES — RECAPPING
BRAKES — WHEEL ALIGNING

510 E. MINER AVE.

Tel. HOward 4-4758

Charles Travel Service



AIR ● RAIL ● STEAMSHIP ● BUS
TOURS ● CRUISES
HOTEL ● RESORT ● RESERVATIONS

Immediately to Rear of Hotel Stockton

125 N. Hunter St. Stockton Tel. HOward 6-9096

TRAILERS — AUTOMOBILE

TRAVELON TRAILER SALES

SPARTAN - AZTEC - HICKS
BOLES AERO - SHASTA - COLUMBIA - ZENITH - AIRSTREAM
1 - 2 and 3 Bedrooms



INSURANCE
Financing Up to Seven Years
PARTS and SUPPLIES
Licensed and Bonded Trailer Hauling

1761 N. Wilson Way

Phone HOward 2-8228

CAN YOU AFFORD



to miss a Full Representation in the Classified part of the City Directory? It is a Buyers' and Sellers' Guide, and through its consultation

*thousands of dollars worth of
goods are sold annually*

Henry Wolters & Son

Established 1927

● PAINTING - ● DECORATING - ● PAPER HANGING

Residential — Commercial

STAINS — BRUSH — TEXTURES — SPRAY

STEAM CLEANING OF BUILDINGS

PLANTS and FURNITURE COVERED FOR YOUR PROTECTION

FREE ESTIMATES — CREDIT TERMS

TEL.

HOward 3-1876

Res. HOward 2-2048

1805 West Lane

Stockton

WATER SOFTENERS

LYONS SERVIⁱSOFT CO.

"We Soften the Water for You"
SERVISOFT
 SOFT WATER SERVICE
Get the Facts!

Soft Water Service

"We Soften the Water for You"
SERVISOFT
 SOFT WATER SERVICE
Get the Facts!

1625 E. Main Street

Stockton

Tel. HOward 2-0524

Your Advertisement Here

Would be constantly before the public---the
 buyers---twenty-four hours a day---three hun-
 dred and sixty-five days a year---every year

---THINK IT OVER

THE CITY DIRECTORY

represents the City and its
institutions in every corner
of these United States



**ARE YOU PROPERLY
REPRESENTED IN IT?**

The Classified portion
catalogues the professions
and goods handled here

ARE YOU LISTED UNDER YOUR PROPER HEADING
SO THE PROSPECTIVE BUYER CAN FIND YOU?

“Think It Over”