

Stanley Electric Motor Co.

DON'T SHUT DOWN!

USE OUR SERVICE MOTORS WHILE WE REPAIR YOURS

**MOTORS, MAGNETIC & ELECTRONIC CONTROL
SALES**

SERVICE

INSTALLATION

ENGINEERING & CONTRACTING

DISTRIBUTOR

**FOR
DELCO
STERLING**



SERVICE STATION

**FOR
RELIANCE
DELCO
STERLING
ALLIS CHALMERS
FAIRBANKS-MORSE**

**HOWARD 2-1695
RES. HOWARD 2-0288**



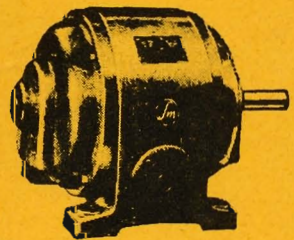
**SLO-SPEED
(Geared)**

**TEL.
HOWARD**

4-4751

1520 E. MINER AVE.

STOCKTON



**SPEED-TROL
(Variable Speed)**

R. GOOLD & SON

Electrical and Mechanical Contractors

ARMCO STEEL BUILDINGS

NOTIFIER FIRE DETECTION SYSTEMS

1601 TURNPIKE ROAD

P. O. Box 190 — Phone HOward 4-9804

AMERICA'S MOST COMPLETE ELECTRICAL SERVICE



ETS--HOKIN & GALVAN

SINCE 1920

INDUSTRIAL — COMMERCIAL
RESIDENTIAL WIRING

233 N. SAN JOAQUIN

STOCKTON

Tel. HOward 5-5621

FLOOR COVERINGS

Call

HOward 4-9815

Miner at Grant

Residential

Harold W. Thompson



Commercial

COMPLETE SERVICE IN FLOOR COVERINGS

LINOLEUM — CARPETS — RUGS — DRAPERIES

ASPHALT — VINYL — RUBBER — CORK TILE

HARDWOOD FLOORS — ACOUSTICAL SERVICE

"Your Dollar Buys More with a Thompson Floor."

FLORISTS

DISTINCTIVE FLOWERS FOR EVERY OCCASION



Cazale's

FLOWER
SHOP



BOB CLARK, PROP.

445 N. CALIFORNIA

Phone HOward 6-7971

Fluorescent Lighting Fixtures

KNOW YOUR DIRECTORY

OCCUPATION	Fina Dorothy M r7657 Ternes " Martha D (wid John) h7657 Ternes " Michl (Eva I) (auto mech) Plymouth h 7639 Ternes Finch Douglas B (Evelyn) coml artist Natl Det Publishers h24915 Chicago " Elsie E h2836 Geneva Findley Aubrey J (Beatrice O) cable splicer Det Edison h7501 Yinger Finedell Alvin former Ford h3017 Frede apt 15 Fineman Saml (Leona) h22192 Michigan	NAME OF EMPLOYER
------------	--	---------------------

**HOW TO LEARN OCCUPATION
AND NAME OF EMPLOYER**

Credit, Sales and Advertising Departments can quickly check this vital information regarding customers and prospects. Responsibility, probable approximate income and similar questions can be answered instantly by referring to your Directory. Complete information is provided on every employed person.

BE SMART

SHOP AT



GROCERIES



**FRESH FRUITS — VEGETABLES — FROZEN FOODS
HOUSEHOLD APPLIANCES**

- | | | |
|-------------|--------------------|----------------|
| Store No. 1 | 111 S. Center | HOward 6-8687 |
| Store No. 2 | 6112 Pacific Av. | GRanite 7-1419 |
| Store No. 3 | 4232 E. Main | HOward 3-4468 |
| Store No. 4 | 2150 W. Alpine Av. | HOward 4-2546 |
| Store No. 5 | 1800 N. Wilson Way | HOward 3-6389 |
| Store No. 6 | 2850 N. California | HOward 4-0074 |

FROZEN FOOD PROCESSORS**QUALITY MEATS FOR HOME FREEZERS**

★ BEEF ★ PORK ★ LAMB ★ POULTRY

CUT - WRAPPED AND SHARP FROZEN

— LOCKER RENTALS —

FREEZER FOOD PLAN - COMPLETE PROCESSING SERVICE BUDGET TERMS — NO DOWN PAYMENT

Stockton's Only Home Owned — Complete Food & Freezer Service

FREE HOME DELIVERY SERVICE

ECONOMY FOODSCALL
HOward 2-5605

2335 Franklin Ave. Corner Franklin & Country Club Blvd., Stockton

**CITY DIRECTORY
ADVERTISING
IS *National* ADVERTISING**

★ Each edition of your City Directory is widely distributed to free-reference City Directory Libraries located at the Chambers of Commerce of hundreds of other cities.



*Therefore your ad in the City Directory
is seen by buyers from coast-to-coast*

B. C. WALLACE & SON, Inc.



FUNERAL DIRECTORS



Tel. HOward 6-6993

520 North Sutter St.

Stockton, California

FUNERAL DIRECTORS



Frisbie & Warren

Colonial Chapel

INC.

FUNERAL DIRECTORS

809 N. California St.

Howard 4-4711

DeYoung Memorial Chapel, Inc.

FUNERAL DIRECTORS

Stockton's Oldest Funeral Home, Est. 1896

601 N. California

Phone HOward 6-8075

SAN JOAQUIN

MORTUARY



Dignified
Personal
Service

CLIFTON CRAWFORD
OWNER

MILDRED CRAWFORD
LADY ATTENDANT

538 South California Street

STOCKTON

Phone HOward 3-6434



Homefurnishers Since 1856

- Furniture
- Draperies
- Home Planning Service
- Interior Decorating Service
- Carpets
- Television
- Appliances

Main and American Street, Stockton

HOward 6-5211



Breuner's Revolv-A-Counts* are Breuner Financed!

We finance our own accounts and do not deal with any outside agency. No records ever leave our office.

From date of purchase, and thereafter, you deal only with Breuner's!

FURNITURE

Acme
FURNITURE COMPANY

"Quality at a Sensible Price"

COMPLETE HOME FURNISHERS

CASH OR EASY TERMS

425 EAST WEBER AVENUE

PHONE HOward 4-7623

D & J

BANKAMERCARD
 EASY TERMS
 LAYAWAY



CASH
 FOR
 USED FURNITURE/

BOB AND DON DEVOLD
 HOward 4-9513

NEW and USED
 WE DON'T ASK YOU TO BUY
 JUST COMPARE OUR PRICES
 OPEN DAILY
 9 TO 9

2617 SO. MCKINLEY
 STOCKTON 6, CALIF.

FURRIERS

Emil's Fur Shoppe

SAME LOCATION SINCE 1931

FINE FURS — DESIGNING — REMODELING
 INDIVIDUALLY STYLED

1224 N. MONROE

Phone HOward 3-0533

GARAGES

CLAYTON'S

GARAGE & TOW SERVICE
 SUPERIOR AMBULANCE SERVICE

24 HOURS A DAY

PHONE HOward 4-2243

GRanite 7-5894

BODY AND FENDER REPAIRING

921 WATERLOO ROAD

STOCKTON

(HARVEL T. CLAYTON)



FREE PICK-UP
AND DELIVERY



"PAT'S" ROSEMAR SERVICE STATION

6208 PACIFIC AVE.

PHONE GRanite 7-1552

TUNE-UP AND BRAKE SPECIALISTS

Groceries and Meats — Retail

COUNTRY CLUB MARKET

QUALITY

GROCERIES

MEATS

VEGETABLES

1875 COUNTRY CLUB BOULEVARD

OPEN 8 A. M.-9 P. M.

HOward 3-2195

HARDWARE

For the
nicest things
in your home

Turner's
HARDWARE • HOUSE WARE • PAINT
SPORTING GOODS • TOYS

WEBER AT AMERICAN

PHONE HOward 4-4651

HEARING AIDS

**NEW TRIUMPH OVER DEAFNESS!
DEAF NOW HEAR WITH BOTH EARS!**

if HEARING
is your problem

Beltone
is your
answer

Beltone

Hearing Service

HEARING GLASSES
PARTS — BATTERIES



421 E. MARKET STREET

STOCKTON

HOward 6-6163

IN STOCKTON ITS

CLARK HOTEL

THE BEST STOPPING PLACE

THE FINEST FOOD AND DRINKS

Visit the Little Club and

114 S. SUTTER ST. *The Arbor Room* Tel. HOward 6-5066

ENJOY THE

STOCKTON HOTEL

Consistently Good Food

100% AIR CONDITIONING

FAMILY PLAN — CHILDREN UNDER 14 FREE

— FREE OVERNIGHT PARKING —

133 E. Weber at El Dorado

Tel. HOward 4-4661

Mr. Citizen!

*Correct Information Is
Valuable to You!*

¶Cooperate with the City Directory enumerators to see that your name and those of your family are correctly listed in each edition. *Your name, listed correctly in the City Directory, is a great asset.* This has been proved thousands of times, especially in cases of employment application, proof of residence, questions relating to citizenship, applications for welfare assistance, distribution of mail, etc. Be better established . . . be on record as a local citizen by seeing that your name is not missed or incorrectly listed in the Directory.



Insurance

COMPLETE INSURANCE SERVICE

Clarence L. Dickinson



FIRE INSURANCE

**Commercial
Dwelling
Home Owners**

CASUALTY INSURANCE

**Automobile
Personal Liability
Business Liability
Burglary
Workmen's Compensation**

**Also Inland Marine — Marine —
Life — Annuities and Accident Insurance**

LICENSED REAL ESTATE BROKER

710 CALIFORNIA BLDG.-STOCKTON-Tel. HOward 2-8348

The basic idea of a mutual company is not new. Benjamin Franklin founded the first mutual in 1752 - "to provide mutual security from

What is a Mutual Company?

loss by fire on the most equal terms and apart from all private gain or interest". It still serves its member policyholders after 200 years!

COVERAGE

FIRE

THEFT

GLASS

53 years of progress and accomplishment have made the Farmers' Mutual Fire Insurance Co. outstanding in its field. "FMFI" with its home office at the hub of the fabulous San Joaquin area, offers definite savings and protection plus to its policyholders. Contact your "FMFI" agent today. Learn how you can **save up to 20%** on your insurance dollar.

phone HOward 4-8305

Ask for your copy of -
 "What Mutual Insurance Means to You"

Farmers'

MUTUAL FIRE INSURANCE CO.

"Your Landmark of Protection"

SUTTER AT LINDSAY

STOCKTON, CALIFORNIA



CROWL and COMPANY

General Insurance

FIRE
AUTOMOBILE
COMPENSATION
LIABILITY
HOMEOWNERS
DISABILITY, ACCIDENT, ETC.

R. S "PETE" CROWL, JR.

COMMERCIAL AND INDUSTRIAL REAL ESTATE

TED GALLAGHER, Realtor

840 N. EL DORADO ST.

HOward 6-0791

Occidental Life Insurance



Company



NORMAN MYKLES AGENCY

DISTRICT MANAGER FOR
SAN JOAQUIN VALLEY and MOTHER LODGE

OFFERS ALL FORMS OF LIFE, ACCIDENT, SICKNESS and
HOSPITAL, SURGICAL and GROUP INSURANCE

1112 N. EL DORADO

STOCKTON

PHONE HOward 4-4829

Peirano Bros. & Co.

All Forms of Insurance and Bonds

Insurance Analysis is
OUR Specialty

227 East Weber Avenue

Stockton

Tel. HOward 6-4326

• AUTO

• FIRE

• HOMEOWNERS

CURTIS M. ROBBINS
 REALTOR  INSUROR

OUR 41st YEAR

215 N. San Joaquin

Stockton

Tel. HOward 5-0251

REAL ESTATE
INSURANCE

SIMS & GRUPE

319 E. WEBER
STOCKTON 1, CALIF.

STOCKTON'S
LARGEST
HOME
SELLERS

COMPLETE
INSURANCE
SERVICE

Let's Discuss It

STOCKTON
MAIN OFFICE
319 E. WEBER
HOWARD 6-6995

LINCOLN VILLAGE
BRANCH OFFICE
995 BENJAMIN HOLT DRIVE
GRANITE 7-2634

T. W. THOMAS INC. INSUROR

ALL
FORMS
OF INSURANCE



527 E. Channel St. — Tels. HOWARD 6-2231
and HOWARD 3-2196

STOCKTON, CALIFORNIA



INSURANCE AGENCY

One Stop Insurance Service

33 W. ROSE ST.

PHONE HOward 6-5413

HOward 6-2091

All forms of...

INSURANCE

AUTO CASUALTY LIFE FIRE

W. E. OFFERMANN

2648 PACIFIC AVE.
STOCKTON 4, CALIF.

INSURANCE

THOMAS E. DAVIS

Richard L. Dick, Associate

**GENERAL
INSURANCE
BROKERS**

REAL ESTATE

1107 N. EL DORADO

PHONE HOWARD 5-5641

F. J. DIETRICH
(1902-1949)

FIRM ESTABLISHED 1887

F. J. DIETRICH, JR., M.A.I.

F. J. DIETRICH & CO.

Insurance — Real Estate — Appraisals — Property Management

GENERAL INSURANCE

COMPETENT STAFF RENDERING APPRAISALS

AND SURVEYS COVERING YOUR INSURANCE NEEDS

235 East Weber Ave.

STOCKTON

Phone HOward 4-4547

Equitable Life Insurance Co. of Iowa

LIFE INSURANCE FOR:
 ESTATE SETTLEMENT
 HOME OR BUSINESS MORTGAGE
 FAMILY INCOME OR CASH
 PARTNERSHIP, CORPORATIONS
 PENSION & PROFIT SHARING

DALE K. BURTNER, C. L. U.
 General Agent

REPRESENTATIVES:

ROBERT B. LOGAN
 THOMAS W. CASTLES
 KEN BONES

107 E. Magnolia

Tel. HOward 4-4856



Since 1918

INSURANCE

COMPLETE INSURANCE SERVICE
 EASY PAYMENT PLAN AVAILABLE



AGENTS – BROKERS

232 E. Channel Street

Stockton

Phone HOward 6-6841
 If No Answer Call HOward 2-2425



CHARLES A. SHUBERT, GENERAL AGENT

INCOME PROTECTION – HOSPITALIZATION
 MEDICAL EXPENSE LIFE INSURANCE
 INDIVIDUAL AND GROUP COVERAGES

7 WEST ACACIA STREET

STOCKTON

PHONE HOward 6-5551



New England Mutual Life Insurance Company

ROBERT L. FEE
 District Manager

2624 PACIFIC AVENUE

STOCKTON

PHONE HOward 6-6905

INSURANCE ADJUSTERS**HOOVER & GALLUP**

Herbert E. Hoover — Glenn D. Gallup

INSURANCE ADJUSTERS

7 FIVE FORTY BLDG.

540 N. CALIFORNIA

STOCKTON

PHONE HOward 4-8319

INVESTMENT SECURITIES**Reynolds & Co.**

301 E. WEBER AVE.

PHONE HOward 6-3551

EDWIN A. ROBINSON, RESIDENT MANAGER

ASSOCIATES: RAYMOND J. WHEELER, JR., ASST. MGR.

JEROME (JERRY) A. BECKER

EUGENE C. WEINSTEIN

JOE TEI

STOCKS — BONDS — COMMODITIES — MUTUAL FUNDS
Member NYSE and All Other Leading Exchanges**DEAN WITTER & Co.**

MEMBERS

NEW YORK STOCK EXCHANGE

PACIFIC COAST STOCK EXCHANGE

MIDWEST STOCK EXCHANGE

and Other Principal Security and Commodity Exchanges

STOCKTON

VITAL INFORMATION AT YOUR FINGER-TIPS!

- Tens of thousands of people who were formerly strangers to the City Directory are consulting it on questions of citizenship, employment, sources of supply, communication, etc. Also, Directory usage is up among regular subscribers.

MORE PEOPLE ARE SEEING CITY DIRECTORY ADS

GENSLER - LEE

Diamond Specialists



346 E. MAIN TEL. HOward 6-9312

LAUNDRIES

Parisian Laundry and Cleaning, Inc.



SAVE ON CASH AND CARRY

Let One Call Do It All

Your Laundry and Dry Cleaning

Unexcelled
CLEANING



SHIRTS A SPECIALTY — EXPERT DRAPE CLEANING
LINEN SUPPLY, PROFESSIONAL SUPPLY
AND INDUSTRIAL GARMENTS SUPPLY
OFF STREET PARKING IN FRONT

125 East Flora STREET STOCKTON Tel. HOward 4-4679

LITHOGRAPHERS

Mills Press

Stockton's Leading Lithographers

A COMPLETE PRINTING AND LITHOGRAPHING SERVICE

Cham Mills

Vernon L. Hatch

625 East Market Street

Phone HOward 6-9553

Stockton, California