

CHEROKEE MEMORIAL PARK

ENDOWMENT CARE

CEMETERY - MAUSOLEUM - CREMATORY - COLUMBARIUM

NON-SECTARIAN

FROM STOCKTON CALL OPERATOR, Enterprise 1-1564

2250 S. CHEROKEE LANE, PHONE 368-0893, LODI

PEIRANO BROS. & CO.

INSURANCE AGENTS AND BROKERS
REAL ESTATE BROKERS
Stockton



1112 No. El Dorado St.

Phone 948-2777

California's Oldest Stationery Store—Established 1854



*Furniture
and
Office Equipment
Stationery - School Supplies*

630 N. California Street

Phone 466-8504



FROELIGER MACHINE TOOL CO.

DESIGNERS and MANUFACTURERS OF DIES
SPECIAL MACHINE TOOLS
STEEL CONTAINER EQUIPMENT
MANUFACTURERS OF HAMMEL AUTOMATIC CARTON STRIPPER



Shop Address, 2091 E. Miner Rd., Stockton
Mailing Address 1967 Gilchrist Avenue, Stockton

Phones 948-2888—Res. 463-51

PARRISH INC. *Engineering Contractors*
SINCE 1942

DRILLING - SEPTIC TANKS - TRENCHING - SEWERS
WATER SYSTEMS - EQUIPMENT RENTAL

3128 E. Miner Avenue

Stockton

Phone 466-9600

B. C. WALLACE & SON, Inc.
FUNERAL DIRECTORS

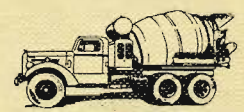


520 N Sutter Street Stockton

Phone 466-6990

E. F. MITCHLER CO.

BUILDING MATERIALS
READY MIX CONCRETE
RADIO DISPATCHED TRUCKS



1000 N. Union Street

Stockton

Phone 466-8900

A

ROSS M. FERRILL, Owner

OFFICE PHONE 463-0106



EAST SIDE PATROL

ESTABLISHED 1927

Licensed and Bonded by the State of California

PRIVATE INVESTIGATORS

- CITY-WIDE
- INDUSTRIAL
- MERCHANT
- RESIDENTIAL PATROLLING



Confidential Investigations

Uptown and Waterfront Guards

Trained Men Furnished for All Occasions

Stockton

1925 E. Sonora Street

Phone 463-0106

The More Kindly Better Way

THE BLESSING OF SCIENCE AND PROGRESS
A CIVIC ASSET



CASA BONITA
MAUSOLEUM CREMATORIUM



"The More Kindly Way"

VISITORS INVITED

OUTSTANDING IN EVERY PARTICULAR

PLUS ENDOWMENT CARE

OFFICERS

Roy Charles Pellaton, President

Charles J. Clouse, Vice President

Mrs. Audrey L. Pellaton, Secretary-Treasurer

Lasting As the Pyramids

URNS — CRYPTS — CREMATORIUM — COLUMBARIUM

Telephone 463-0486

Stockton, California 95201

End of Cemetery Lane

Postoffice Box 322

Polk's
STOCKTON
(SAN JOAQUIN COUNTY, CALIF.)
CITY DIRECTORY
1967

CONTAINS:

- Buyers' Guide and a complete classified business directory
- Alphabetical directory of business concerns and private citizens
- Complete street and avenue guide, including a list of householders, and occupants of office buildings and other business places. Telephone numbers and Zip Codes are included
- Numerical telephone directory

PLUS

Useful and interesting information about the city

PRICE \$75.00

Directory Library
for free use of Public at
Chamber of Commerce

R·L·POLK & CO.
PUBLISHERS

831 Monterey Pass Road
Monterey Park, (Los Angeles), Calif. 91754
Member Association of North American Directory Publishers
Copyright, 1967, by R.L. Polk & Co.

INTRODUCTION AND GENERAL INDEX

- - - - -

R. L. POLK & CO., publishers of more than 1,400 city, county, state and national Directories, present to subscribers and the general public, this, the 1967 edition of the Stockton City Directory.

Confidence in the continued growth 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 and vicinity 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.

Four Major Departments

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

I. THE BUYERS' GUIDE constitutes the first major department of the Directory, printed on yellow paper. In the first section of this department, grouped under appropriate headings, are included the advertisements and business cards of firms and individuals desiring to make a complete presentation of their products or services. Following this is the Classified Business section, which embraces a list of the names and addresses of all business and professional concerns of the city, arranged in alphabetical order under appropriate headings—a catalog of all the activities of the city. The Buyers' Guide represents reference advertising at its best, and merits the attention of all buyers and sellers seeking sources of supply or markets for goods. In a busy and diversified community like Stockton, the necessity of having this kind of information up-to-date and always immediately available, is obvious. The Directory is the common intermediary between buyer and seller, and plays an important role in the daily activities of the commercial, industrial and professional world.

II. THE ALPHABETICAL LIST OF NAMES of residents and business and professional concerns, is the second 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 the Stockton area, and the name, official personnel, nature and address of each firm and corporation in that area.

III. THE DIRECTORY OF HOUSEHOLDERS, INCLUDING STREET AND AVENUE GUIDE, is the third major department, printed on green paper. 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. Special features of this section are the designation of owner occupied homes, the listing of telephone numbers and Zip Code numbers.

IV. THE NUMERICAL TELEPHONE DIRECTORY is the fourth major department, printed on blue paper.

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 DIRECTORY LIBRARY

Through the courtesy of the publishers of the Stockton Directory, a Directory Library is maintained in the Greater Stockton Chamber of Commerce for free reference by the general public. This is one of more than 1,000 Directory Libraries installed in cities and towns throughout the United States, Canada and Puerto Rico 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.



INDEX TO ADVERTISERS

PAGE NUMBERS BELOW REFER TO THE BUYERS' GUIDE SECTION

	Page
Anso-Agency	9
Bank of California National Association	right top lines
Bank of Stockton	5
Bee Wise Tool & Equipment Rental	44
Bi Li Liquors	24
Breuner's	13
C & R Fence Contractors	18
Casa Bonita Mausoleum and Creamatorium	27
Charter Way Shingle Sales	38
Cherokee Bethel Boarding Home	7
Cherokee Memorial Park	10
Clark Ted	36
Connell Motor Truck Co Inc	44
Costanza's Pacific Coffee Shop	37
Cox Paul	44
Crowl, Godi & Cyr	34
Dawson's Van & Storage Company	28
Delta Title Guaranty Company	43
Diamond National Corp	24
Dietrich F J & Co	34
Eagal Ford Sales	3
East Side Patrol	31
Eichelberger-Hobin Co Inc	36
Europa Independent Service	3
Fidelity Savings & Loan Association	6
Franke Con J Electric	17
Froeliger Machine Tool Co	25
Gaia-Delucchi Co	20
Gaines Markets	26
Garvey Tire Service	42
Goold R & Son	16
Guaranteed Homes	11
Herk's Glass Shop	20
Katten & Marengo	13
Kendall's Inc	29
Lents Joe Co	9
Lift Truck Service Corp	right side lines
Linkemyer-Collins	36
Magee Coy Contractor	11
Malan Van & Storage	28
Mission Pharmacy Inc	14
Mitchler E F Co	8
Morris Brothers	30
Morris Plan Company of California The	24
Nelda's Employment Agency	17
Parisian Laundry and Cleaning Inc	23
Parrish Inc	40
Peirano Bros & Co	36
Radio Dispatch T V	41
Refrigeration Specialty Service	36
Risso Electric Inc	17
Robbins Curtis M Realtor	32
San Joaquin First Federal Savings and Loan Association	39
Sears, Roebuck and Co	12
Sims & Grupe	33
Sousa's Venetian Blind Service	3
Stanley Electric Motor Co	15
Stockton Inn The	20
Stockton Mailing Service	26
Stockton Manufacturing Co	41
Ted's Meat Co Inc	28
Turner R L & Co	35
Union Safe Deposit Bank	6
United California Bank	6
Valley Engineering Co	14
Village Theatre	41
Wallace B C & Son Inc	19
Webb's Bakery-Delicatessen & Catering	4
Western Title Guaranty Company (San Joaquin County Division)	43
Wilson & Coffey Sales	2

Stockton and San Joaquin County

STATISTICAL REVIEW OF STOCKTON

(Courtesy of Greater Stockton Chamber of Commerce)

Slogan—California's Major 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; Dec. 1955 Special census, 75,157; 1960 - 86,321; 1964 - 95,000; 1965 - 97,100; 1967 - 100,000.

Area—City proper, 25.42 square miles.

Altitude—20 feet above sea level.

Climate—Mean annual temperature, 60 degrees F.

Parks—29, with total of 802.29 acres.

Financial Data—21 banks, with total deposits of \$341,106,827.00 as of 12/31/66. 5 savings and loan associations.

Telephones In Service—Feb. 28, 1967 - 91,219.

Churches—110.

Real Estate—City limits as of Jan. 1, 1965 - Homes 23,440; Multiple dwellings, 9,310; Duplex, 1,547.

Industry—San Joaquin County has 300 manufacturing establishments, employing approximately 17,575 persons, with a total annual payroll of approximately \$80,000,000.

Newspapers—1 daily.

Hotels—6, with total of 450 rooms.

Motels—45, with total of 1,300 rooms.

Transportation—3 transcontinental and 3 shortline railroads; 3 river transportation lines; 2 major air lines; 7 bus lines; 31 regularly scheduled truck lines and 90 contract truck carriers.

Airports—1 metropolitan.

Amusements—Largest auditorium in city seats 3,600 persons. 8 theatres, with total seating capacity of 11,052 people. 3 drive-in theatres, 3 stadiums (capacity 36,000).

Hospitals—4 general hospitals.

Education—University of the Pacific (Oxford Type) enrolled 2,600, San Joaquin Delta College enrolled 2,794; 46 elementary schools - enrollment 20,128; 5 high schools - enrollment 14,651 (includes 7,447 Junior High). Number of pupils in public schools - 40,756, number of school teachers in Stockton Unified School District 1,487. Assessed valuation of Stockton Unified School District for 1965-66, \$199,888,089.

Public Libraries—Stockton Public Library, Fair Oaks Branch, 2 mobile units with 400,000 volume capacity.

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, rice 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, canned foods 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 ore, coal and 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.

Field corn is bountiful on many of the islands, although this crop is gradually being displaced with the most intensive crops. Thousands of acres and devoted to asparagus beds. Asparagus 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 acreage. 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 brought growers over \$36,960,000 in 1966. By the time these tomatoes are processed they are valued at approximately \$100,000,000.

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 market milk under carefully-regulated conditions for local and San Francisco Bay markets, while other dairy farmers sell their milk to the nine condensaries in the territory, or to the creameries producing butter for local and Bay markets. With such outlets for milk, it is a 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—this 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." Over 65% of all white asparagus grown in the world are produced in the rich delta land; 100 per cent of all green "Gras."

THE PORT OF STOCKTON

The purpose of establishing "California's first 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 the 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 3,364,071 tons in 1965.

(2) Because of location, Central Valley shippers can save up to \$3 per ton by shipping via Port of Stockton.

(3) Modern in every detail, the berths of the Port of Stockton can accommodate a total of 12 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 3 vessels of 550 feet in length, a new modern bulk wine loading facility, the only such type in America.

(4) "California's First Inland Seaport" is located 88 nautical miles directly east of the Golden Gate, and was first opened to world commerce on Feb. 2, 1933.

(5) Among the thousands of ships whose cargo has moved across the port's dock were represented practically every nation in the world.

(6) Federal, State and local funds totaling \$16,000,000 have been invested in terminal, warehouse and railroad facilities, dredging and rights-of-way, spoils-disposal and navigational aids along the channel.

(7) Berthing capacity	12 steamers
Lineal berthing at wharves	6,180 ft.
Open wharf area	244,064 sq. ft.
Total area under cover	1,700,000 sq. ft.
Paved open storage area	20 acres
Approximate value of structures and facilities	\$25,000,000
Minimum bottom width of channel	250 ft.
Depth of water	32 ft.
Warehouses (20)	1,700,000 sq. ft.

(8) 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 stores.

(9) 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.

(10) The ocean terminal area includes: COTTON COMPRESS 300,000 square feet of storage area and press room, 2 GRAIN TERMINALS store 5,750,000 bushels; new facilities load a 10,000 ton cargo in less than 24 hours; MOLASSES TANKS, storing molasses to feed California livestock; OIL TERMINAL, located on 70 acres adjacent to the Port of Stockton, having storage tanks for distribution of petroleum and petroleum products; TWO BULK-ORE LOADERS, for loading out ore, coal and other bulk commodities, with stockpiling capacity of 200,000 tons. Berthing and loading facilities to handle two ships simultaneously, 28 BULK WINE storage tanks with a total capacity of 2½ million gallons; RICE ELEVATOR handling and storage up to 500,000 bushels.

Terminal rates are maintained at Stockton by steamship lines operating in the domestic and foreign trade routes.

The Port facility is served by its belt-line railroad. It connects with the Western Pacific, Santa Fe and Southern Pacific companies and 2 short lines.

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, gasoline, lumber, molasses, milk products, olives, bulk ores and coal, peaches, pears, raisins, spinach, sugar, tomatoes, wine, wool, toys, furniture, machinery, nickel and hundreds of processed and manufactured items. Leading export commodities are: grains, rice, ore, coal, canned goods, wine and various manufactured articles. Among leading import commodities are: bulk molasses, manufactured products from Europe and Far East, fertilizers, lumber and jute.

