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# INTRODUCTION AND GENERAL INDEX

- - - - -

R. L. POLK & CO., publishers of more than 1,400 city and suburban Directories, present to subscribers and the general public, this, the bicentennial commemorative edition of the Stockton City Directory.

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 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. 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 Directory 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, new householder symbols and Zip Code numbers.

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

## Municipal 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. 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 City Library for free reference by the general public. This is one of many Directory Libraries installed in cities and towns throughout the United States and Canada through the courtesy of your publisher.

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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# Stockton and San Joaquin County

(Courtesy of Greater Stockton Chamber of Commerce)

## STATISTICAL REVIEW OF STOCKTON ..... SOMEPLACE SPECIAL

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; 1960 U. S. Census 86,321; 1970, 112,000; 1973, 117,900. 1-1-76 - 118,500.

Area--City proper 35.1293 square miles.

Altitude--20 feet above sea level.

Climate--Mean annual temperature 61.3 degrees F. Average yearly rainfall - 14.11 inches.

Parks--40, with total of 870.0 acres.

Financial Data--11 banks - 23 branches, 7 savings & loan - 5 branches.

Telephones In Service--May, 1976 - 130,443.

Churches--110.

Real Estate--Metropolitan Stockton as of Oct., 1975 - Estimate: Housing units - 63,100; population per household - 2.72.

Industry--San Joaquin County has approximately 711 manufacturing and distributing plants. Employment in the Stockton labor market averaged 125,432 during 1975. Peak employment for 1976 was reached in May, 1976 - 122,800.

Newspapers--1 daily, 1 weekly.

Hotels and Motels--51 with a total of 1,936 rooms in the community area.

Transportation--3 transcontinental and 3 shortline railroads; 3 major air lines: United, Pacific Southwest, Air West; 3 bus lines; 38 regularly scheduled truck lines and 90 contract truck carriers.

Airport--Stockton Metropolitan Airport with jet capability.

Amusements--Largest auditorium in city seats 3,600 persons, 14 theatres, with total seating capacity of 11,052 people. 4 drive-in theatres, 1 stadium (University of the Pacific); Billy Hebert Field at Oak Park, \$377,793 Olympic-size surface Oak Park Ice Arena opened in 1970 and West Lane Skate Center opened in Dec, 1973.

Hospitals--6 general hospitals with 1,185 patient capacity.

Education--University of Pacific (cluster type) in June 1976 enrolled 5,650. San Joaquin Delta (Community College) enrolled 9,195 day students, 6,941 evening students and 1,059 students enrolled in "fee - no credit classes." Stockton Unified School District - 43 schools with enrollment of 33,000. Lincoln Unified School District - 7 schools with enrollment of 5,000. Several parochial, private and specialized schools also available in Stockton. Assessed valuation of Stockton Unified School District for 1974-1975 is \$335,889,567.

Public Libraries--Stockton Public Library, Fair Oaks Branch and Southeast Branch. Two mobile units serving outlying and suburban sections. Over 350,000 volumes.

## 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 Port of Stockton deep-water channel to carry commodities to all corners of the world.

Cargoes handled at Port Stockton are highly diversified, highlighted by the fact that cargo was received or shipped to six of the seven continents of the world. The new \$3½ million container terminal is the largest single capital investment project in the 41-year history of the Port. The container handling crane was completed early in 1972, making Stockton's strategic inland seaport one of only 31 U. S. ports capable of handling fully containerized vessels.

Thousands of acres on the islands of the Delta are 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. Harvesting begins in March and is usually completed around July 4th.

### SUMMARY SAN JOAQUIN COUNTY CROPS

Item	1975	1974
FIELD CROPS	\$138,934,591*	\$133,035,500
VEGETABLE CROPS	99,098,400	92,528,900
FRUIT & NUT CROPS	108,302,400	129,542,600
SEED CROPS	8,035,762	10,423,930
NURSERY PRODUCTS	10,454,504	8,703,800
LIVESTOCK & POULTRY	22,227,555	15,928,900
APIARY PRODUCTS	654,600	545,810
LIVESTOCK & POULTRY PRODUCTS	92,832,900	88,878,000
TOTALS	\$480,540,712*	\$479,587,440

### SAN JOAQUIN COUNTY'S TEN LEADING CROPS

Crop	1975		Crop	1974	
	Production	Gross Value		Production	Gross Value
MILK	7,304,000 cwt.	\$ 63,904,000	MILK	7,151,000 cwt	\$ 58,466,000*
TOMATOES	36,622 acres	62,315,000	GRAPES	43,902 acres	53,886,700
SUGAR BEETS	56,100 acres	40,978,000	TOMATOES	32,500 acres	49,007,000
GRAPES	46,835 acres	34,264,700	EGGS	63,058,000 doz.	30,269,000
EGGS	68,255,000 doz.	28,667,000	SUGAR BEETS	23,300 acres	28,706,000
CORN	67,000 acres	26,128,000	ALFALFA	60,000 acres	26,853,000
ALFALFA	55,000 acres	23,273,000	ALMONDS	26,062 acres	26,660,000
CHERRIES	10,411 acres	22,333,000	CHERRIES	9,843 acres	21,253,000
ALMONDS	26,002 acres	19,510,000	CORN	51,100 acres	20,974,000
WALNUTS	23,315 acres	15,929,000	ASPARAGUS	26,227 acres	20,229,000
TOTAL		\$337,301,700			\$335,303,700*

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 condensaries 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 a very important industry 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."

The Delta usually accounts for about 70 per cent of State of California asparagus with San Joaquin County leading in production.

### PORT OF STOCKTON

Port of Stockton, seventy-five miles inland from the Golden Gate Bridge, has unique assets in that it lies in the center of an intersection for three major railroads, a major highway system with Freeway access immediately adjacent to Port property and an excellent airport - just minutes away.

It provides a coordinated network of services that operate in every corner of the World marketplace by integrating all modes of transportation: ship, barge, rail, truck, pipeline and air. A sophisticated warehousing-distribution program, the largest in the State of California, is operated in tandem with an advanced computer system that provides documentation on every item shipped or stored.

The warehousing program is geared on a cost-basis to the customers' particular requirement and merchandise. Over 2.5 million square feet of Class "A" sprinklered facilities provide short or long-term storage.

Twenty major steamship companies utilize the Port's new container freight station for consolidating cargoes into containers for movement to the Far East, Southeast Asia, Arabian Gulf, Australia, South America, Africa, Mediterranean countries, Europe and the United Kingdom.

In the area of bulk cargoes, Port of Stockton has dry-bulk facilities for handling clay, coke, phosphate rock, grain, fishmeal, copper concentrate, ammonium sulphate, urea, coal, sand, fertilizers and iron ore.

Liquid bulk commodities through the Port include molasses, jet fuel, sugar, gasoline, weed oil and petro-chemicals of all types.

Port of Stockton has industrial sites available for other types of liquid bulk facilities such as aqua ammonia, LNG-LPG. A new bulk-bagging service is also available at Port of Stockton.

The Port has increased its capability for handling both import and export general cargoes. Cotton, bagged rice, canned goods, dried fruit, nuts, clothing, toys, motorcycles, wire, cocoa, coffee and dried milk are but a few of the cargoes in this category.

On the community level, Port of Stockton provides employment for 5<sup>0</sup>/<sub>o</sub> of Stockton's total force and for every ton of cargo handled, generates \$17 in revenue to the community. In 1974, this amounted to \$47,000,000.

In addition to the operating area that encompasses 479 acres, the Port owns 1,100 acres primarily island properties along the Stockton Ship Channel west to Disappointment Slough.

Free tours of Port of Stockton are available - Monday through Friday, by contacting Pat Sangster (Community Relations Department).

On weekends, "drive-through" tours are available -- just contact the Port Police at the gate on Harbor Boulevard.

Information about Port of Stockton is also available by contacting the Community Relations Department, (209) 466-6011.



Architect's rendering of \$19,000,000 City of Stockton Marina Complex - Banner Island and McLeod's Lake.

