



THE *Borden* CO.
WESTERN DIVISION

Milk and Ice Cream

Cottage Cheese
and
Dairy Products

P.O. Box 706 Modesto Tel. LAmber 4-9661

FOSTER FARMS
JERSEY DAIRY

AND

DRIVE IN MILK DEPOT

We Distribute Rich Jersey Milk
From Our Own Herd of Purebred Jerseys

also

CREAM—HALF AND HALF—BUTTERMILK—CHOCOLATE DRINK
COTTAGE CHEESE — EGGS — FRYERS — ICE CREAM

Open Every Day Including Sunday from 9 a.m. to 9 p.m.

Telephone LAmber 2-9041

1707 McHenry Ave.

Modesto



MILK PRODUCERS ASSOCIATION
OF CENTRAL CALIFORNIA

DARI-VALLEY

*Country Fresh
Dairy Foods*

Evaporated Milk - Grade A Milk - Butter - Cottage Cheese
Ice Cream - Ice Cream Mix - and Other Fine Dairy Products

THE MILK OF SUPERIOR FLAVOR

510 9th STREET
7th and E STREET

MODESTO

TEL. LAMBERT 2-3241
TEL. LAMBERT 3-0975

DANCE STUDIOS

JOHNNY CARLO'S DANCE STUDIO

"If You Can Walk You Can Dance"

Fox Trot
Waltz
Swing

BALL ROOM

Cha-Cha
Tango
Rumba

124 McHenry Ave.

Modesto

Tel. LAMBERT 4-5207

Don't Use an Old Directory!

One Address taken from an old Directory may send you miles out of the way and waste a whole day's time. You take pride in keeping a fresh stock of merchandise on your shelves—

*Why not avail yourself of fresh
information for your daily use?*

DIRECTORY SYMBOLS AND DESIGNATIONS

HOUSEHOLDERS SECTION

OAKWOOD PL (North Brunswick Twp) —
From Clermont av south, 1 east of
Jerome pl
30 Vigilante Carmelo C 4
303rd Wm H 2
10 Candito Frank J 4
10 Corlido Frank V 2
12 Daly John V 2
14 DeMaria Pasquale 3
160 Sandstedt John W 2
170 Thomas Bernard G H 2
170 Brown Harris W 2
192 Chish John 2
21 Gonsky Steph 2
230 Mandel Saml 3
26 Guimenary Michl 3
Glenridge av Intersecte

OLD MILL LANE (North Brunswick Twp)
—Continuation of Mill la
Winkler Allen J 2
Wladyska Wm W 2

ALPHABETICAL SECTION

"Lincoln (Telegraph-Cherry Hill Serv-
ice) 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 Hartweg
Wm (Helen) (Iormn) Ford h6244 Wil-
liamson
yki Danl prtn mkr Ford r6811 Bing-
ham
"John emp Ford h6811 Bingham
Dymont Percy (Alice E) real est 15400
Warren av h7431 Manor
Dymmel Nelson E (Vivian) drftsmn
Continental Motors h3434 Harding
Dymock Jas (Atty) Ford h6143
Meed

LEGEND:

- O — HOME OWNER
- bell — TELEPHONE SUBSCRIBER
- r — RESIDENT
- h — HOUSEHOLDER
- M — WIFE'S NAME
- O — OCCUPATION
- E — EMPLOYER

IN 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

FARR'S

Department Store

LADIES' AND MEN'S CLOTHING



**SHOES
FOR
BOYS and GIRLS**

**Tel.
Lambert
2-9426**

**POST OFFICE
STATION
NO. 2**



**SHOES
FOR
MEN and WOMEN**

WE OUTFIT THE WHOLE FAMILY

We Give Green Stamps Without Asking



1325-27 Yosemite Blvd.

Modesto

DEPARTMENT STORES*Dunlap's*

McHENRY VILLAGE

Modesto's Newest

Complete Department Store

1700 McHenry Ave.

Tel. LAMBERT 4-9221

DETECTIVES**MERCHANT'S PRIVATE
PATROL SERVICE****Patrolling Industrial and Business Sections of
Modesto and Adjacent Areas****LIGHT and AWNING SERVICE**Watchmen, Uniformed Officers or Plainclothesmen Furnished for Construction and Plant Security,
Stores, Social Occasions, Weddings, Sports Events, Night Clubs, Etc.**LICENSED — BONDED — INSURED****Tels. LAMBERT 3-1572 — Res. LAMBERT 2-5350****539 High Street****Modesto**

★

★

★

★

THE ONLY*Complete***IMPARTIAL LIST OF BUSINESS CONCERNS**

★

★

★

★

★

without regard to Size, Importance,
Location, or Appointments, is your**CITY DIRECTORY CLASSIFIED BUSINESS SECTION**

CENTRAL DRUG STORE

ROBERT B. AYRES

WILLIAM A. ROSE

PRESCRIPTION SPECIALISTS

Popular and Exclusive High Class

Toiletries and Perfumes

FREE DELIVERY

Tel. LAmber 3-3217

901 10th Street

Modesto

McHenry Drugs

330 McHenry Ave.

Phone LAmber 3-8337

Rogers Drugs

402 H Street

Phone LAmber 2-5229

Village Drugs

McHenry Village

1700 McHenry Ave.

Phone LAmber 3-0723

Three Stores to Serve You

WAREHOUSE

1541 McHENRY AVE., TEL. LAmber 4-5278

PRESCRIPTION SPECIALISTS

Photographic Supplies -- Hospital Supplies

Baby Supplies -- Drug Sundries -- Cosmetics

AMPLE PARKING — ALL STORES

Free Delivery — S & H Green Stamps

Open 9 a.m. - 9 p.m. Including Sundays

TELEPHONE LAmber 3-5691 - Prompt Delivery

The VICTOR DRUG CO.

VICTOR V. GOEFFERT

ELWOOD G. SCHROEDER

PRESCRIPTION SPECIALISTS

Drugs



Camera Supplies

Cosmetics



Beaty Bldg. cor. 11th and Jay Sts.

Modesto, Calif.

The MODEL PHARMACY PROFESSIONAL PHARMACISTS

"A Complete Downtown Drug Store"

Distributors: JACUZZI HYDRO - MASSAGE UNITS

EARL E. CLARK, Prop.

**806 14th Street, Medical Bldg.
Modesto**

Phone LAmber 2-1079

Paul's Rexall Drugs

PAUL R. EVEY

CHARLES D. POWERS

S & H Green Stamps

PRESCRIPTION PHARMACISTS

Free Delivery

2 LOCATIONS TO SERVE YOU

**1313 Yosemite Blvd.
Tel.
LAmber 2-7297**

**1031 Orangeburg Ave.
Tel.
LAmber 3-3247**

ASBILL'S

Home Owned and Operated

R. B. ASBILL

SERVING STANISLAUS COUNTY

FOR OVER 20 YEARS

Authorized Dealers For

**PHILCO, WESTINGHOUSE, FRIGIDAIRE
WEDGEWOOD, SPEED QUEEN, HOFFMAN**

TV'S — RADIOS — HI-FI — STEREOPHONIC

RCA VICTOR T.V. — RCA WHIRLPOOL

REFRIGERATORS — FREEZERS and RANGES

WASHERS — DRYERS — FURNITURE — APPLIANCES

Authorized Sales and Service

FACTORY TRAINED BONDED TECHNICIANS

"Nobody But Nobody Beats Our Trade-In Prices"

No Cash Required with Trade

Up to 36 Months to Pay

We Carry our own Contracts

**VISIT OUR NEW BLOCK WIDE
FURNITURE WAREHOUSE.**

LOW OVERHEAD — LOW PRICES

Phone Lambert 2-9051

14th and D Streets

Modesto, Calif.

H. T. SCHENDEL
Electrical Contractor

793 Columbia St.

Tel. MErcury 2-0068

TURLOCK

ELECTRO PLATERS

PACIFIC PLATING INC.

Electro Plating

AUTOMOBILE BUMPER EXCHANGE

Commercial — Industrial
Copper — Chrome — Nickel

MODESTO

154 Coyado Ave.

Phone LAmbert 4-6128

EMPLOYMENT AGENCIES

ADAMS AGENCY

PERSONNEL PLACEMENTS

Pre-Tested Men and Women

Part-Time

Full-Time

PERSONALIZED SERVICE

RUSH SERVICE

1228 I Street

Modesto

Tel. LAmbert 4-9486

FLOOR COVERING

JOHNSTON-LOWELL FLOOR COVERING

Largest Selection In Stanislaus County

NATIONAL ADVERTISED BRANDS

Complete Installation Service

Free Estimates

MODESTO

1308 McHENRY AVE.

PHONE LAmbert 3-6528

FLORISTS

LOUIE HAMMER

"Your Florist"

IF YOU HAVE A PHONE YOU HAVE A CHARGE ACCOUNT

Free Delivery — Flowers by Wire

16th & JAY STS.

LAmber 3-2691

FROZEN FOODS



minimax



Home
Freezer

foods



H. E. HARRINGTON, Owner

Minimax Wholesale Buying Service

Frozen Foods and Freezers

Tel. LAmber 4-9231

756 South Highway 99

Modesto

FURNITURE

FURNITURE — APPLIANCES — LP GAS — FUEL OIL — SUPERIOR FEEDS



820 H ST.

MODESTO

TEL. LAmber 3-8371

GLASS

Everything in Glass

ACME GLASS CO.

"THREE LOCATIONS TO SERVE YOU"

IN
MODESTO

LAmber 3-5674
710 G St.

IN
TURLOCK

MERCURY 4-4429
120 North 1st St.

IN
OAKDALE

Victoria 7-0041
317 East E

NEW DEAL MARKET

Every Day Low Prices On Quality



PHONE LAmberT 2-3043

406 14th ST. COR. D — MODESTO

HOTELS

HOTEL COVELL

**Completely Refurnished and
Redecorated**

J. W. ENSIGN, Managing Owner

JAMES W. ENSIGN, JR., Asst. Manager

FREE OVERNITE PARKING

Tel. LAmberT 3-1871

1023 J cor 11th Street

Modesto, Calif.

**This Book is Your Silent
Salesman**

ADVERTISE AND PUT IT TO WORK

CLARENCE R. JOHNSON

INSURANCE — All Forms
BONDS



204 Beaty Bldg., 1024 Jay St.

Tel. LAmber 3-2619

Modesto

JOHNSON'S INSURANCE

Fire — Auto — Casualty
Compensation

Maximum Protection at Minimum Cost

Tel. MErcury 4-4901

248 W. Main Street

Turlock.

**Life — Accident — Auto
Casualty — Fire**

PHONE LAmber 2-3201

RES. KEllog 7-1718

ARCH L. TAYLOR

AGENT FOR THE TRAVELERS

1217 I ST.

MODESTO, CALIF.

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."

MODESTO STEAM LAUNDRY & CLEANERS

ESTABLISHED 1895



**FINEST
RUG and
FURNITURE CLEANING
IN THE VALLEY**



1201 8th STREET

MODESTO

PHONE LAMBERT 3-3257

BRANCH:

McHENRY VILLAGE

PHONE LAMBERT 2-6364

BE MODERN

WITH

ELECTRICITY

DOES SO MUCH

COSTS SO LITTLE

POWER - LIGHTING - COOKING

**MODESTO
IRRIGATION
DISTRICT**

1231 11th Street

24-Hour Service

PHONE Lambert 4-4061

LOCKSMITHS

M O D E S T O

1032 11th ST.

PHONE LAmbert 4-9181

LUMBER**McWILLIAMS & RAMSEY****LUMBER and DISTRIBUTING CO.**

HERBERT H. McWILLIAMS, Pres.

LUMBER and BUILDING MATERIALS

Modesto

1830 Clayton Ave.

Tel. LAmbert 4-6101

MOTELS*Town House Lodge*

AAA APPROVED

Refrigerated Air — Heated Pool

Complimentary Television

Telephones

16th and I STS.

MODESTO

LAmbert 4-7261

MOVING AND STORAGE**IRVINE & ROE****MOVING — PACKING — CRATING — STORAGE**

Local Moving

Exclusive Agent For
SECURITY VAN LINES
NATION-WIDE FURNITURE MOVERS

1819 CLAYTON AVE.

MODESTO

LAmbert 4-7143

MAY TRANSFER & STORAGE

PACKING • CRATING — SHIPPING

Mattress & Furniture Sterilizing & Demothing

AGENTS FOR MAYFLOWER

10th & M St.

Modesto

LAmbert 3-3241

MODESTO VAN & STORAGE

Van and Storage

Local and Long Distance Moving

AGENTS: ALLIED VAN LINES, INC.

Service to 48 States

1403 9th St.

Modesto

Dial LAmbert 2-4546

MUSICAL INSTRUMENTS

HAMILTON MUSIC

WILLIE J. HAMILTON

LaTosca — Soprani — Accordions

Fender-Martin and Gretsch Guitars

RENTALS and REPAIRS

— MODESTO —

1027 10th St.

Phone LAmbert 3-2520

ORGANIZATIONS PATRIOTIC AND VETERANS

DISABLED AMERICAN VETERANS INDUSTRY

MODESTO CHAPTER NO. 26

**Clothing — Men's, Women's & Children — Usable Furniture —
Toys — Bedding — Appliances — Kitchen Utensils — Dishes —
Plumbing — Books — Anything You Intend to Discard, Give Us a Call
WE SOLICIT YOUR SUPPORT & WELCOME YOUR VISITS TO OUR SHOP**

Our Trucks Pick Up Daily

717 - 7th

TEL. LAmbert 3-9974

Valley Paint Co.



EARL K. BURKNER

*The Store of Quality
and Service*

**Largest and Finest Selection of Wallpaper
in the Valley**

Tel. LAmber 3-1809

1029 11th Street

Modesto

DON L. DAVIS

Distributor

DUNNE PAINTS

Complete Painting Service

Commercial — Residential — Industrial

1502 10th ST.

MODESTO

TEL. LAmber 3-6895



*Morwear
Color Mart*



**MORWEAR PAINTS — RUST — OILUM PAINTS
IMPERIAL WALL PAPER
WASHABLE**

Floor Sanders and Polishers For Rent

**151 N. THOR ST.
TURLOCK**

**MErcury
4-5122**

Dawn's Studio

PORTRAITS

WEDDING

COMMERCIAL

1319 J ST.

TEL. LAmber 3-8859

NEED A



PAINTER



PLUMBER



ROOFER



CONTRACTOR



FLOORMAN



CONSULT THE CLASSIFIED BUSINESS SECTION