WORLD'S LARGEST CHAIN DEPARTMENT STORE ORGANIZATION

J.C. Penney Co.

Incorporated
571 DEPARTMENT STORES

★ Designates Private Branch Exchange
r Following Name Designates Residence

SECOND & MAIN STS.
CHICO, CALIF.
PHONE
438-W

Pepden Geo F r Chico....9-F-2
Pendergast J F r 1221 S Bdwy....681-W
Pendleton C A garage 4545 8th....1140-J
Penick Susan Mrs 5030 1st St....201
Penney Co Inc J C 2nd & Main....438-W
Penning R E 1203 So Bdwy....681-J
Peoples B L 4741 4th....1183-W
Peoples Finance & Thrift Co 4511 2nd....936
PEOPLES SVGS & COM'L BANK 4th & Bdwy....265
Perkiss Jesse r 4522 18th St....1073-W
Peters Jerome D atty Bank Butte Co Bldg....277
Peters Jerome D r Francis Willard Av & Espl....564
Petersen Mrs Georgia r 244 Walnut....342-J
Peterson F G r Lindo Av....16-F-23
Peterson Neils r Humboldt Rd....9-F-13
Peterson W J r 1233 Laburnum....814-W
PFEIFFER F M grain & fruit 11th & Espl....424-J
Pfeiffer F M East Sacto Av....561-J
Phelan Parrott pump station River Rd....805-J-1
Phelan Ranch....623-W
Philco Sales & Service 4415 6th....490
Phillips A C r 1449 Arcadian....958-J
Phillips L W r 1221 Spruce....762-M
Phillips Walter A Oakway....20-F-5
Pickler Mary E r 5th & Laburnum....854-W
Pierce A J r Richardson Springs Rd....15-F-3
Pierce E J 7th & Palm....750-M
Pierce H H r 3920 7th....202-J
Pillsbury W H 535 Bdwy....231
Pillsbury W H r 1307 Esplanade....665
Pillsbury Walter H 4245 1st Av....979-J
Plumer J C r 1111 S Hazel....795-W
Plummer Mrs A 4726 Sacramento Av....845-R
Police Department City Hall....41
Polk M C r 620 Esplanade....1099
Polk M C....1025
Polk T H contractor 14th & Salem....1025
Polk T H 3711 7th St....736-J
Polk & Robinson 215 Waterland Bldg....348-J
Polly Ann Bakeries 4542 3rd....155
Poore E r 4208 7th....739-J
Popplewell A E r 5110 1st....939-W
Porter John A r....12-F-15
Potter B F r....10-F-4
Potter Mrs S E r 4008 4th St....720-R
Power M r 1241 Laburnum....755-W
Power Roscoe r Dayton Rd....816-J-3
Powers P Mrs 4209 7th....707-W
Pratt Orville C Jr r Durham....811-J-5
Pratt Orville C Jr Aguas Frias Rancho....812-W-4
Pueisendanz A L Mrs 7th bet Olean & Labur....994-R
Presbyterian Church pastor's study 1st & Bdwy....303-J
PREST-O-LITE SERVICE 4th & Main....928-J
Price R D r 306 Spruce....705-W
Price & Ward confectionery 318 Bdwy....349-W
Prichard E G r 3482 9th Av....755-J
Priel J H 5th nr Orange....880
Priel J H r 124 Normal Av....538-W
Prince J W r 4734 4th St....556-W
Ptomey W H r 1626 S Main....1069-J
Public Market 245 Broadway....677
Pulley M B r 1408 Oleander....771-W
Purcell H L r Kennedy Av....6-F-22
Puritz B 4041 5th....446-W
Pyke Mrs Viola 108 Bdwy....760-J

Q

Quail H H 4023 4th Av....434-W
Quigley S R r 1122 S Sycamore....796-R
Quilter F J office 307 Bdwy....348-W
Quistini John 800 Bdwy....80
Quong On T14 Cherry....390-J

R

Rabo A 5147 10th....656-W
Raish C W r 3831 5th....643-J
Raker D D 316 Hazel....269
Ramstead O W r 1406 Normal Av....927-W
Randle C E 3914 7th....784-M
Ranker O P 5022 2nd....401-W
Rankin Roy R 3833 4th....891-J
Rasmussen J C r 918 Cedar....208
Rasmussen J M r 5318 5th....1060-W
Rath M W Chico....809-W-1
Rawlins R P Mrs r 808 Hazel....448-J
RAWLINS R P insurance 4645 3rd....830
Raycraft Floyd H Mrs r 4641 8th....730-R
Raycraft Mrs J W r 4530 9th....964-W
Raynsford C H r 4510 1st Av....609-W
Rea Roy Care St....345-J
Read G E r 1642 Locust....663-W
Reed John D r 1574 Park Av....289
Reimer's Hall 2nd & Main....1093
Reed H B r end of Esplanade....324-W
Reed Maria r 4828 6th....778-M
Reed Mary S Mrs r 340 Oak St....926-W
Reidel J r Esplanade bet 10th & 11th....324-J
Reimer Mrs Emma 4743-7th St....292-W
Reinemer G C r Pomona Av....862-J
Retterath Geo M 435 Orlent....1041-J
Reuser Rose r Shasta Rd....11-F-11
Rexford Mrs D C 1840 Park Av....708-J
Reynolds C F r 5012 1st....368-W
Reynolds E T r 4710-2nd....353-R
Reynolds E T & Son fruit buyers 2nd & Cherry 353-J
Reynolds M M Valambrosio Av....583-J
Reynolds S A r 206 Hazel....241
Reynolds & Dyer cigar store 3rd & Salem....32
Rhoy A J 4250 5th Av....710-R
Rice C M 3rd & Bdwy....520-W
Richards Thomas H 4943 4th....841-M
Richardson C C r 4820 3rd....589-W
Richardson E J r 3rd & Laburnum....961-J
Richardson Furniture Co 731 Main....635
Richardson M V 4141 3rd Av....695-J
Richardson Lee 4020 4th....214
Richardson Roy r Chico Calif....817-W-4
Richardson Springs Chico Hdqts 4th & Main....194
Rife Theodore r Ohio bet Bruce & Chico....1063-J
Riley Winfred M r 5th & Spruce....429-J
Riley Wm T 1116 Lotus....670-W
Rinker T O r 4841 3rd....629
Robbie J W r 5th bet Cypress & Poplar....562-W
Robbie Wm r 4829 1st....649-J
Robbie & Son Wm marble wks 101 Main....358-J
Robbins S P r 4432 2nd....307-J
Roberts Bros used car dlrs 223 Main....628-W
Roberts E A Mrs 5126 1st....724-R
Roberts J E r 1835 S Salem....207
Roberts John L r 1744 Hemlock St....921-J
Roberts L E r Chico Av....3-F-5
Roberts L G 4426 16th....868-W
Roberts Paul L grocery cor 11th & Espde....831
Roberts R E r 327 Normal Av....473-W
Roberts The R E Shoe Co 236 Bdwy....20
Roberts W C r 1344 Laburnum....756-J
Robinson Frank S r 4812 5th....1049-W
Robinson Mrs J A 1464 Magnolia Av....793-J
Robinson J R atty 301 Watld-Bres Bldg....59
Robinson J R r Sequoia Hotel Apt 2....64
Robinson Minnie Mrs 5133 Rio Chico Way....512
Robinson Olive S Main St Hair Store 214 Main 640-W
Rockholt W P r Gray Av....23-F-11
Rodgers T W r Dayton Rd....527-J
Roe E H r 1041 Palm....970-W
Roohr F L r Hooker Oak Farm....27-F-2
Roohr G C Forest & Centenial Av....860-J
Roohr J H r 1438 Esplanade....356-W
Rooney J H r 5039 3rd....749-J
Roos Alex Model Cyclery 4th & Main....480-W
Roper J W r 6th & Magnolia....167
Roper Louis W 7th & Magnolia....237
Rorke E D supt Metropolitan Ins Co....68
Rose Chester E r Nord Av....7-F-22
Rose City Wet Wash 830 Oroville Av....272-J
Ross Frederick J atty at law ofc 4th & Bdwy....627-J
Ross Frederick J r Waterland Apt 5....1027
Rosenblum H 4430 3rd....62
Rosenblum H 4829 5th....519-J
Ross J G 8th & Tulip....776-W
Ross John H 116 Bdwy....1018
Rotary Club of Chico Fred Rose sec 4th & Bdwy 627-J
Roth H A r 4th & Salem....355-J
ROTH & GAY rl est 4436 4th....437-J
Rothe W E dist atty 302 Waterl'd-Bres Bldg....255
Rothe W E r 1139 Spruce St....392-W
Rothrock J M 4008 1st Av....970-J
Rothwell Jas M r 4731 1st Av....696-W
Rotunda The New 2nd & Flume....1130
Rouse A E Oak Way....12-F-4
Roux Service Station 5th & Ivy....134
Roycroft R S 3905 4th....581-J
Rucker W F r 104 Oleander & 7th....326-W
Ruckman Lawrence r 4919 1st....734-M
Ruckman M F 3544 8th....387-J
Rummel George 3rd & Laurel....799-W
Rummel J R r Crouch Lane....805-W-2
Russell B K r 4th Av....996
Russell L L r 23 Mill....746-W
Russell L L Mrs r 3924 7th....987-M
Russell Upton J r 1445 Esplanade....740-R
Russell Upton J feed store 114 Main....127
Ruth E A r 536 Hazel....713-W
Rynearson Dan r 3905 3rd St....116
Rynearson Dan 102 Main....610-J

S

Sacramento Bee Agency 542 Bdwy....765-J
Sacramento Northern Railroad 1st & Main....115
Sacramento Northern Railroad
Passenger & Freight Depot....115
Shops....92
Store Department....72
Timekeeper....63
Superintendent of Power....262
Superintendent of Shops....420
S N Depot Durham....4-F-13
Salvation Army The Res r 4423 12th....868-J
Sanborn A H r 11th Av....479-J
Sanders M G r 1523 S Sycamore....782-M
Sanford's Cloak & Suit House....375-J
Sang Hai 319 Main....157
Sang Hai Herb Co 506 Flume....1169
Santos Anthony r 1531 Laurel....846-M
Sauber E S 4641 6th....379-J
Sauer Bros 4330 9th....546-J
Sauer E F r 3836-7th St....558-W
Sawyer Helen 4731 8th....638-W
Sawyer Mrs J W Laurel bet 3rd & 5th....750-W
Sawyer Susan Mrs 955 Hazel....579-W
Scapin N 4276 1st Av....876-J
Schaller Wm r 1244 Magnolia....780-W
Schalz W J 43 Mill....1064-W
Scheel R west of Chico....672-J
Schell F M r Chico....30-F-4
Schell Joseph P Dr r 4324 E Sacto Av....692-R
Schell Dr Joseph P I O O F Bldg....692-W
Schley G C 429 Salem....1185-J
SCHLEY & CO G C shoe store 310 Bdwy....77
Schluer Alge R 1st & Hazel....567
SCHLUER A R grain and drd fruits First and Cherry....1000
Schnell F r Chico....31-F-2
Schooling Store G P Durham....815-W-4
Schroeder L r 13th Av....14-F-12
Schwein Theo r 527 Cherry....655-J
Scott A M 834 Main....500-J
Scott Mrs A M r 607 Main....168
Scott F A r 5332 3rd St....1046-J

SEE US FIRST
Chico Auto Wrecking and Junk Co.
1023 MAIN STREET (AT THE BRIDGE)
Buys—Sells—and Wrecks
AUTOMOBILES
We Pay the Highest Cash Prices
Ring Us and Our Man Will Call
Telephone No's. 1012 & 967

★ Designates Private Branch Exchange
r Following Name Designates Residence

ICE
COAL
FUEL OIL
COLD STORAGE

CHICO ICE
AND COLD STORAGE
COMPANY

PHONE
102

Scott Newell 5035 2nd....544-J
Scott W H r 3780 12th....746-R
SEARS H K real est 4416 2nd....48
Sears H K r 4543 15th St....288
Self Chas r 403 Ash....389-W
Sellick Wayne B 6th Av bet Spruce & Laburn....652-J
Semrau, O E 4216 9th....1065-W
Sequoia Hotel 4537 5th....95
Serra Ben r 3805 15th St....911
Service Garage The 2nd & Wall....311-W
Service Pharmacy 204 Main....90
Serviss E A Durham....811-W-5
Seydell Dr F W r 412 Salem....657-J
Seydell Dr F W ofc Ostroski Bldg....374-J
Shannon Mrs M J r 4320 Lincoln Av....759-M
Shaw Geo T r 10th & Chestnut....34
Shaw Howard H r Oakway....12-F-3
Shaw O A r....12-F-22
Shaw S M r....16-F-4
Shearer E Pratt r 1116 Broadway....624-J
Shearer Mrs H A 4807 6th....472-J
Shell Co of California Chico State Highway....908
Shelton Hugh 4141 1st Av....327-W
Shephard M B 5031 5th....778-J
Shepard M Y r 4225 4th Av....858-J
Shepard W J Co 720 Bdwy....1022
Sherman Clay & Co 129 Broadway....1174
Sherwood R P r 1004 Normal Av....774-R
Shippee W A Chico....4-F-12
Shirley L C r....11-F-2
Shive T A r 1019 Normal....715-W
Shuffleton H C r Humboldt Rd....22-F-5
Shuster J A real estate 216 Main....636-J
Sickmon C H 4925 3rd....849-J
Sigel Wm 719 Salem St....580-W
Sigler E R 320 Bdwy....1048
Sillers Mrs S D r 1133 Esplanade....295
Silva Chas F r 1905 So Bdwy....975-J
Simons L E r 4224 1st Av....961-W
Simpson A G r 125 Chestnut....118
Simpson & Barham Orchard....14-F-2
Singer Sewing Machine Co 129 Main....960-W
Sisk R M r Nord Av....783-W
Sisters Hospital 4843 2nd....171
Sitton E W 4135 1st Av....954-J
Sitton G W 972 Normal Av....708-M
Skelly Annie M r Chico....819-W-2
Sloan Geo B 1364 Oleander....771-J
Smith Mrs A H r 1119 Esplanade....143
Smith Albert r 4245 2nd Av....756-R
Smith D D r 3837 7th....263
Smith E G Kennedy Av....6-F-5
Smith E W 10th & Laburnum....403-J
Smith F W r 1437 Park Av....774-J
Smith G H Rev 4427 13th....678-J
Smith Mrs Gertie r 937 Chestnut....408-J
Smith H C r 12th Av....798-W
Smith Isaac r 4905 6th....778-R
Smith J H 4030 5th....321-W
Smith J Sr 9th & Spruce....965-W
Smith Jess 3940 Humboldt Av....1148-J
Smith Junky Cleveland Av....641-W
Snider A W r 1447 S Salem....584-J
Snow G R r 5th near Pine....483-W
Snow H M r 5th & Pomona....389-J
Snow K E 4018 4th....720-M
Snow W F r 4019 5th St....1067-J
Snyder George F 11th Av cor Holly....1082-W
Snyder M E Mrs Dayton Rd....32-F-11
Solomon Mrs S R 1421 Citrus Av....729-R
Sorenson S Cohasset....19-F-11
Southern Pacific Depot 5th....36
Southern Pacific Depot The Durham....815-J-1
Souza J J r 3805 6th....745-J
Souza J J vulcanizing 1st & Main....329-W
Sowell Geo r 19th & Hemlock....1176
Spangler W C Mrs 1441 Elm....362-W
Spear J S r 4656 14th....920-J
Speck Annette Mrs r 7th & Palm....858-R
Spence E T r 4741 6th....554-W
Spencer Mrs E E 5139 Rio Chico Way....325-W
Sperry Flour Co new whse Esplanade....216
Spicer W L r 2nd Av & Magnolia....740-W
Sproul Alice 4542 5th....957-W
Sproul Mrs J D r 2nd & Salem....132
Sproul Stanley L r 2nd & Salem....18
Sproul Stanley L r 144 Salem St....132
St John's Episcopal Church 3rd & Salem....106-R
Staffelback P H r 618 Salem....606
Stahl C B Nelson....813-J-4
Stamper A W r 934 Esplanade....852-W
Standard Oil Co ofc Nord Av....296
Stansbury Dr O 4609 5th....175
Stansbury Dr O ofc Butte Co Natl Bank Bldg....75
Stansell F R 4828 2nd....544-W
Star Chicken Feed Co....950-J
Star Express 4413 2nd....146
Star Motor Cars Pillsbury W H 535 Bdwy....231
Starr C A 1710 Park Av....306-W
State Land Settlement Board r Durham....865-J-4
State Teachers' College Training School 1st....537-W
Staton Etta M Mrs 4715 6th....1142-J
Stautler F S r....13-F-13
Stebbings F F r....10-F-2
Steele M C men's clothing 220 Broadway....633-W
Steele M C r 1436 Salem....669-J
Steffen B H r 1530 Oleander....326-J
Steifer S M r 1237 nr Ivy....757-J
STERLING LUMBER CO 8th & Esplanade....225
Stevens J W r 1157 S Bdwy....362-J
Stevens W C r Dayton Rd....812-W-5
Stewart Chas V 225 Ivy....250
Stewart Gertrude 606 Cherry....1032
Stile T F r....10-F-14
Stilson Mrs C L r 436 Salem....495-J
STILSON ELEANOR F florist 4531 2nd St....314-J
Stilson Eleanor notary public 4531 2nd....314-J
Stockstill E N r Dayton Rd....365-W
STODDARD BROS 4th and Main....928-J
Stoker Mrs Lois 93 Mill Chico....746-J
Stolp C F r 1206 S Broadway....737-W
Stone Geo H r 985 Normal Av....257
Stonebraker C J L r....5-F-22
Stonebraker C J L r....23-F-13
Stover Thad 4434 Sacto Av....845-W
Strain Victor G Mrs 4632 5th....752
Straughn M A Mrs Creek Road....31-F-11
Strawn L C 1432 Hemlock....477-W
Strode J L Mrs 1351 Magnolia....740-J
Strong G L printer 4516 2nd....372-W
Strong G L 3807 4th St....626-J
Strother H C r 618 Normal Av....840-J
Stuckey Miss Grace L 530 Cherry....515-W
STUDEBAKER AGENCY 624 Bdwy....443-W
Studley C K 144 Chestnut....1124
Swain C B 4205 3rd....385-J
Swain C B insurance ofc 209 Main....239
Swain Mrs Eva M r 4219 3rd....323-J
Swain Homer dentist Morehead Bldg....315-W
Sweem R E r Pomona Av....862-W
Sweet Bros Garage 920 Bdwy....534-W
Swift Earl 1439 Mulberry....1063-W
Swift W A r 126 2nd Av....572-J
Sykes M R 3215 7th....776-J
Sypher Maxwell 4730 3rd....186

T

Taber B I r 3737 Humboldt Av....746-M
Taber J H 1421 So Salem....737-R
Taber O D Jr r 627 Main....576-W
Tamale Parlor The 229 Main....1097
Tatman W E 5th & Laburnum....652-W
Taylor C C r River Road....1042-J
Taylor C F 4730 8th....598-W
Taylor Frank J r 1173 Citrus....797-R
Taylor Mrs G H r 4635 1st....341-W
Taylor H N r Rodeo Av....7-F-21
Taylor R E 7th & Oleander....965-J
Taylor W C r 1322 Laburnum....762-R
Teachers College Chico State 1st & Normal....25
Teroda T Japanese laundry 217 Main....151
Terrell Chester 5th....823
Terrell J R Dick 4816 6th....899-W
Terrell K 4315 4th....928-W
Tetreau O L 444 Wall St....350-W
Tetreau O L gen auto repr 518 Wall St....217
Tew F J 1027 S Sycamore....594
Thatcher D Pomona Av....791-J
Thatcher W H r Richardson Spgs Rd....15-F-11
Theller S S r 608 Esplanade....639-W
Thomas Clyde atty 2nd & Broadway....196
Thomas J C & Co ranch....805-W-3
Thomas Mrs W r 3868 Bidwell Av....711-M
Thomasson Geo W r Dayton Rd & R R Av....718-M
Thomasson L K ranch Oroville Rd....439-W
Thomasson Verne r S Broadway & Fresno....569-J
Thompson F W 4421 1st Av....845-M
Thompson J B r Valambrosia Av....164
Thompson J M 420 Hazel....841-R
Thompson Studio 4th & Main....582-J
Thomure Mrs R A r 1644 Laurel....494
Tilly H D r 977 Normal....634
Tip-Top Candy Shop 444 Bdwy....532-J
Tochterman Dave r 946 Esplanade....565-W
Todd W B Nord Av....1-F-11
Tofson Mrs Mollie r 230 Flume....773-J
Tonningsen E A 1087 Park Av....548-J
Tracy Mrs C C....27-F-11
Tracy O E rl est 4440 2nd....98
Travelers Hotel The 4th & Bdwy....285
Tripp C A r 3943 4th....891-W
Troxel E R Mrs r Record Bldg....650-W
TROXEL, G B garage 4421 7th....503-J
Troxel Mrs S K 4030 4th....659-J
Troxel T J r....810-J-5
Troxell K B ranch....810-J-4
True Mrs Ben F r 408 Ivy....841-J
Truitt Mrs Helen r 306 Ivy....749-R
Truxell E F r Chico....11-F-5
Tubbs & Clow Drs chiro ofc 1st Nat Bk Bld.1186
Tufts Mrs J B r 960 S Salem....704-J
Tull W A 1110 Arcadian Av....696-J
Tuman G E Mrs r 207 Walnut....783-M
Turner C Mrs 153 19th....1181-R
Turner C H r 8th & S Walnut....622-J
Turner Mrs Earl L r 943 Ivy....461-J
Turner H A Oaklawn....1191-J
Turner J M Forest Av....860-R
Turner W A 9th & Oleander....755-R
Tyler C M r 1105 1st Av....757-W
Tyler Fred r Richardson Spgs Rd....15-F-5
Tyler J B r Durham....810-W-5

U

U S Plant Station ofc....312-W
U S Post Office 5th & Bdwy....959-J
Uhl J K r....6-F-21
Uhl R C Kennedy Av....6-F-13
Undertaking and Embalming 626 Broadway....104
Union Oil Co of California 5th & Pomona Av....229
Union Rice Co ranch Nelson....813-W-1

V

VADNEY DEPT STORE 228 Bdwy....198
Vadney Geo E r 126 Hazel....723-M
Vadney & Troxel 306 Bdwy....279
Valley Con Pipe & Prod Co 1448 Esplanade.243-W

GRAND-ROYAL ICE CREAM CO.
CHICO
PHONE 44
ICE CREAM