

**CLASSIFIED  
BUYERS' GUIDE  
OF THE CITY OF  
MENLO PARK  
CALIFORNIA  
1963**

**THE  
BUYERS'  
GUIDE  
CONTAINS  
THE  
ADVERTISEMENTS  
OF THE  
MORE  
PROGRESSIVE  
BUSINESS  
MEN  
AND  
FIRMS.**

**ALSO A  
COMPLETE  
CLASSIFIED  
BUSINESS  
DIRECTORY  
BEGINNING  
ON  
PAGE  
29**

**R·L·POLK & CO.**

**PUBLISHERS**

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MONTEREY PARK (LOS ANGELES) CALIFORNIA**

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and

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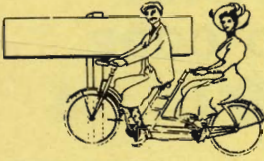


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Estes Dorothy L Mrs bkpr Kresge h3409 John A	EMPLOYED
Jas B (Dorothy L) mech Ford h3409 John A	HUSBAND'S NAME
Esveldt Virgil D (Elsie I) wldr Dearborn Mach Movers h3220 Lincoln	
Etchells Harry B (Kath L) div supt Free Press h16041 Middebury	
Etherdy John W whsemn Warm Air Heating Sup r3723 Hamilton (Det)	
Etner Bertha B Mrs nursing atndt St Joseph's Retreat r23328 Nona	

### HOW TO KNOW WHETHER A WIFE IS EMPLOYED . . . AND WHERE SHE WORKS

This vital information may be secured instantly from your City Directory. Every person of Directory listing age (18 years and over) is listed, including both men and women. The wife is listed with her husband, and also is listed separately if steadily employed.

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**MENLO PARK**

**TEL. 325-7665**

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*★ Out of Business ★*

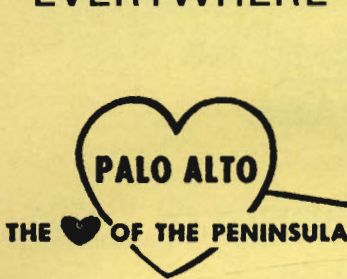
The importance of keeping firm and product names in the public eye is recognized by all business men. It is astonishing to see how a firm or product, however meritorious, will slip into the limbo of the forgotten if not persistently advertised.

★

The City Directory is the natural medium for keeping a business or product name in the spotlight.  
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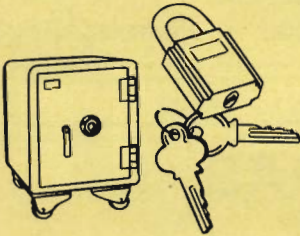
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