

AUTOMOBILE DEALERS—Contd

UNIVERSITY DODGE, 4190 El Camino Real, Palo Alto, Used Cars
100 El Camino Real, Menlo Park, Tels 327-1550 and 321-7910

AUTOMOBILE DEALERS—USED CARS

E Z DAVIES CHEVROLET, 1101 El Camino Real, Redwood City,
Tel 369-0311 (See Page 3 Buyers' Guide)

Johnson Jack 150 El Camino Real

Kinghan Bob 180 El Camino Real

MILAM TOM, 525-529 Alma, Palo Alto, Tel 321-5920 (See Page
3 Buyers' Guide)

PADDLEFORD GEORGE S CORP, cor Ravenswood and El Camino
Real, Tel 323-1348 (See Page 3 Buyers' Guide)

PENINSULA BRITISH CARS INC, 200 El Camino Real, Menlo
Park, Tel 321-8223 (See Page 4 Buyers' Guide)

PENINSULA CHEVROLET CO, Forest Av at High, Palo Alto, Tel
324-2571, 1044 El Camino Real, Menlo Park, Tel 324-2422
(See Page 2 Buyers' Guide)

SIMPSON MOTORS, 550 El Camino Real, Tel 326-4100
University Dodge 100 El Camino Real

*AUTOMOBILE ENGINES—REBUILDING, EXCHANGE

MENLO PARK GARAGE, 1279 El Camino Real, Next to Park
Theatre, Tel 323-6335 (See Page 4 Buyers' Guide)

*AUTOMOBILE GLASS

ACME GLASS CO, 635 Emerson, Palo Alto, Tel 321-7781 (See
Page 8 Buyers' Guide)

*AUTOMOBILE INSURANCE

BORING - WERDER - REIFENRATH - GREENWOLD -
VREEBURG, 845 Marshall, Redwood City, Tel 369-2921 (See
Page 9 Buyers' Guide)

AUTOMOBILE PAINTERS

MUMFORD BILL BODY SHOP, 1245 El Camino Real, Tel
322-4654 (See Page 4 Buyers' Guide)

AUTOMOBILE PARKING

City Parking Lot 1127 Crane
Municipal Parking Lot 1026 Curtis

AUTOMOBILE RADIATOR REPAIRERS

AA Radiators 1077 Merrill
Al's Menlo Radiator Shop 804 El Camino Real

AUTOMOBILE RENTING

Atherton Lease Corp 300 El Camino Real

Who Sells It?

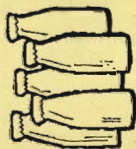
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PENINSULA CREAMERY

Palo Alto

875 Alma

Phone 323-3175



Hare, Brewer & Kelley Inc.

REAL ESTATE — INSURANCE

530 University Avenue

642 Santa Cruz Avenue

Palo Alto — Phone 327-5700 — Menlo Park

41

AUTOMOBILE REPAIRING

Acme Garage 75 El Camino Real

E-Z DAVIES CHEVROLET, 1101 El Camino Real, Redwood City,

Tel 369-0311 (See Page 3 Buyers' Guide)

Ed's Auto & Truck Service 180 Constitution dr

GEORGE & BOB'S CHEVRON STATION, 1377 El Camino Real,

Tel 323-8816 (See Page 30 Buyers' Guide)

Huss Automotive Service 1077 Merrill

Menlo Automotive Service Inc 1295 El Camino Real

Menlo Body & Radiator Works 633 Live Oak av

Menlo Foreign Car Service 1281 El Camino Real

Menlo Mufflers 301 El Camino Real

MENLO PARK GARAGE

1279 EL CAMINO REAL

(NEXT TO PARK THEATRE)

TELEPHONE 323-6335

(See Page 4 Buyers' Guide)

MUMFORD BILL BODY SHOP, 1245 El Camino Real, Tel

322-4654 (See Page 4 Buyers' Guide)

Orval's Transmission Service 1283 Willow rd

PADDLEFORD GEORGE S CORP, Cadillac and Oldsmobile

Dealers, 774 Emerson Av, Palo Alto, Tel 326-4151 (See Page 3 Buyers' Guide)

PENINSULA CHEVROLET CO, Forest Av at High, Palo Alto, Tel

324-2571, and 1044 El Camino Real, Menlo Park, Tel 324-2422

(See Page 2 Buyers' Guide)

Stop Rite Brake Service 550 Derry la

Viking Muffler Shop Inc 808 El Camino Real

Willow Road Auto Supply 1193 Willow rd

*AUTOMOBILE TIRES--DEALERS

ROYAL TIRE SERVICE INC, 955 Alma, Palo Alto, Tel 323-1357

(See Page 31 Buyers' Guide)

*AUTOMOBILE and TRUCK OWNER LISTS

POLK R L & CO

POLK BUILDING

431 HOWARD

DETROIT 31, MICH

AUTOMOBILE WASHING and POLISHING

Udall Quality Car Wash 804 El Camino Real

*AUTOMOBILE WHEEL STRAIGHTENING and BALANCING

MENLO PARK AGARAGE, 1279 El Camino Real Next to Park Theatre, Tel 323-6335 (See Page 4 Buyers' Guide)

525-529 Alma

MERCEDES — BENZ IN PALO ALTO

Phone 321-5920

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AUGUST ASSOCIATES REALTORS

585 GLENWOOD AVENUE
MENLO PARK, CALIFORNIA
323-9441

5 OFFICES SERVING THE PENINSULA



42

AUTOMOBILE WRECKERS

Lynch D Auto Salvage 3615 Haven av
Middlefield Supply 3645 Haven av

*AUTOMOBILES

CHEVROLET, E Z Davies, 1101 El Camino Real, Redwood City,
Tel 369-0311 (See Page 3 Buyers' Guide)

CHEVROLET, Peninsula Chevrolet Co, Forest Av at High, Palo
Alto, Tel 324-2571 and 1044 El Camino Real, Menlo Park, Tel
324-2422 (See Page 2 Buyers' Guide)

*AUTOMATIC TRANSMISSION—SERVICE

MENLO PARK GARAGE
1279 EL CAMINO REAL
(NEXT TO PARK THEATRE)
TELEPHONE 323-6335
(See Page 4 Buyers' Guide)

*AUTOMOTIVE STATISTICS

POLK R L & CO

POLK BUILDING
431 HOWARD
DETROIT 31, MICH

AWNINGS and CANOPIES

SHERMAN CO THE
(ALBERT & MADELINE GEORGES)
628 EMERSON
PALO ALTO
TELEPHONE 327-3954

BABY SITTERS

Holiday Sitting Agency 1000 Doyle
STANFORD AGENCIES SITTER SERVICE & DOMESTIC
EMPLOYMENT, 801 El Camino Real, Tels 325-7628, 323-3596
325-9626

BAKED GOODS—RETAIL

Garland Jerome W 756 Gilbert av
Marcel's Pastry Shop 626 Santa Cruz av
Menlo Bake Shop 1151 El Camino Real
Menlo Square Cake Box 1012 Alma
Pink Pastry Shoppe 785 Santa Cruz av

**SAN MATEO COUNTY
SCAVENGER COMPANY**

San Mateo
211 N. El Dorado Street
Call 343-4479



THE BANK OF CALIFORNIA

THE BANK FOR ACTION



43

*BALLROOM DANCE INSTRUCTION

ARTHUR MURRAY STUDIO, 1707 El Camino Real, Palo Alto,
Tel 326-3000 (See Page 29 Buyers' Guide)

BANDS and ORCHESTRAS

Whiting's Bert Orchestra 1273 Laurel

*BANK DIRECTORIES

POLK R L & CO

130 4th AV N
NASHVILLE 19, TENN

BANKS and TRUST COMPANIES

BANK OF AMERICA NATIONAL TRUST AND SAVINGS
ASSOCIATION, 633 Santa Cruz Av. Tel 327-0234

BANK OF CALIFORNIA NATIONAL ASSOCIATION THE
SANTA CRUZ and CHESTNUT
TELEPHONE 325-4445
(See Right Top Lines)

Crocker Citizens National Bank 841 Santa Cruz av
STANFORD BANK THE, Lytton Av at Florence, Tel 322-4541 (See
Page 4 Buyers' Guide)

WELLS FARGO BANK
MENLO PARK OFFICE
735 SANTA CRUZ AV
TELEPHONE 321-5410

BARBER SHOPS

Camino Barber Shop 801b El Camino Real
Contour Barber Shop The 1389 Willow rd
Economy Barber Shop 1225 El Camino Real

Esquire Barber Shop 830 Newbridge
Exclusive Barber Shop 607 Santa Cruz av
Golden Shears Barber Shop 814 Santa Cruz av

Jimmie's Barber Shop 1080 Curtis
Joe's Barber Shop 655 Bay rd

Menlo Barber Shop 1079 El Camino Real
Oldacre James C 1992 Menalto av

Simpson's Family Barber Shop 1183 El Camino Real
Stine's Barber Shop 1234 Willow rd
Tony's Barber Shop 1110 Crane
University Barber Shop 1120 University dr
Willow Barber Shop 1250 Willow rd
Willow Road Barber Shop 828 Willow rd

THE DEAN!



**MENLO
VAN AND
STORAGE CO.**

**AGENT FOR
DEAN
VAN
LINES**

1035
O'BRIEN DRIVE
MENLO PARK
321-6071

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Exchanges
Repairs

Auto Repairs
Budget Terms

Tune-Up
Brakes

Motor
Rebuilding

1279 El Camino Real
(Next To Park Theatre)

**PHONE
323-6335**

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GET COMPLETE
INFORMATION ON
A PERSON OR FIRM**



JOHN WICKETT & CO. REALTOR
SPECIALIZING IN
Atherton — Woodside — Menlo Park Properties
330 El Camino Real, Atherton Tel. 368-4121

44

BATTERY DEALERS and SERVICE

ROYAL TIRE SERVICE INC, 955 Alma, Palo Alto, Tel 323-1357
(See Page 31 Buyers' Guide)

BEAUTY SHOPS

Arterburn Juanita Mrs 651e Oak Knoll av
Bonnie Lassie Beauty Shop 715 Santa Cruz av
Capri Salon 1354 El Camino Real
Craig's Beauty Bungalow 1058 Doyle
Deauville Salon 775 Santa Cruz av
Dora's Beauty Bar 1389 Willow rd
Dyer Toni Mrs 1026 Alma
Fawn's Salon of Beauty 828 Willow rd
Flood Park Beauty Salon 659 Bay rd
Foster's Coiffeurs 1285 El Camino Real
Fountain of Beauty 1143 Crane
Gabriel Salon of Beauty 426 Willow rd
George & Viola 1148 Chestnut
Guild Beauty Salon 961 El Camino Real
Hair Weev by Lady Maria 912 Willow rd
Hairdressers The 1133 Chestnut
Hairstyling by Suzette 681 Oak Grove av Rm C
Hen's Nest 1436 El Camino Real R3
Ivan of Fifth Avenue New York 1026 Alma
Jessie's Beauty Salon 801a El Camino Real
Jolie Hair Fashions 595 Encinal av
Loretta's Beauty Salon 890 Santa Cruz av
Mary's Coiffures 1026 Alma
Maison de Coiffeur 883 Santa Cruz R2
McArthur Ross Salon Inc 859b Oak Grove av
Menalto Beauty Salon 106 Gilbert av
Menlo Beauty Salon 1059 Crane
Milton's Coiffeurs 651e Oak Grove av
Phelan Beauty Salon 826 Newbridge
Rudolph's Hairstyling Studio 681 Oak Grove av Rm C
Sampson Irene Mrs 1026 Alma
Susan's Beauty Salon 730 Santa Cruz av
Van's Beauty Cottage 655 Live Oak av
Venus de Menlo Coiffures 1154 University dr
Walter & Jon Hairstylists 812 Santa Cruz
Williams Maurice Hair Styling 1153 Chestnut

BEVERAGE MANUFACTURERS

A&W Root Beer (Franchise Ofc) 180 Constitution dr

BICYCLE DEALERS and REPAIRERS

Joselyn's Bike Shop 811 Santa Cruz av
Menlo Bike & Key Shop 1169 El Camino Real

BILLIARDS and POOL

Dumbarton Amusement Center 1220 Willow rd

ART-CRAFT LINOLEUM SHOP

● LINOLEUM ● TILE

"DO-IT-YOURSELF" SUPPLIES OR WE DO IT FOR YOU

215 HAMILTON AVENUE PALO ALTO PHONE 322-1473

45

BLUE PRINTS

Tri-City Blueprint & Supply 558 Santa Cruz av

*BONDS and STOCKS--INVESTMENT

SHEARSON, HAMMILL & CO INC, 770 Welch Rd, Palo Alto, Tel 322-6211 (See Page 11 Buyers' Guide)

BOOKKEEPING SERVICE

Associated Professional Service 657 Oak Grove av
RATHBUN RALPH W, 627 Oak Grove Av, Tel 324-1707 and 324-4369

BOOKS--RETAIL

Kepler's Books & Magazines 825 El Camino Real
World Book Encyclopedia 1026 Del Norte av

BOTTLERS--CARBONATED BEVERAGES

Calso Water Co 4055 Bohannon dr

*BROKERS--INVESTMENT

BARTH J & CO, 720 Santa Cruz Av, Tel 324-1311 (See Page 10 Buyers' Guide)

*BROKERS--REAL ESTATE

BEH JOSEPH E CO, 1164 Chestnut, Tel 326-3731 (See Page 18 Buyers' Guide)

COE REALTY, 841 Menlo Av, Tel 325-1501 (See Page 20 Buyers' Guide)

BROKERS--STOCKS and BONDS

Birr Wilson & Co Inc 648 Santa Cruz av
Financial Planning Services 1428 El Camino Real
Lundborg Irving & Co 604 Santa Cruz av

MERRILL LYNCH, PIERCE, FENNER & SMITH INC, 578 University Av, Palo Alto, Tel 321-7100

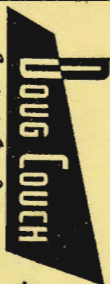
SHEARSON, HAMMILL & CO INC, 770 Welch Rd, Palo Alto, Tel 322-6211 (See Page 11 Buyers' Guide)

STAATS WILLIAM R & CO, 58 Town and Country Village, Tel 321-4440 (See Page 11 Buyers' Guide)

BRUSH and BROOM DEALERS--RETAIL

Fuller Brush Co (Field Ofc) 801 El Camino Real R8
Stanley Home Products Inc 1010 Doyle R17

Service to Our Business



Since

1955 EL CAMINO

PHONE 331-4621

PALO ALTO

1709 EL CAMINO

PHONE 961-0424

REALTOR CONTRACTOR
INSURANCE

Who Sells It?

Is Answered by the Classified Business Lists in this Directory

NEW — USED



Cars — Trucks

1101 El Camino Real, Redwood City

TRADE WITH
E-Z DAVIES
Every Automotive Service

Tel. 369-0311

46

***BUILDING CONTRACTORS**

HOUD-WIEGMAN CORP, 540 Santa Cruz Av, Tel 324-1677

BUILDING MAINTENANCE

Abbey Building Maintenance 993 Santa Cruz av
DeLuxe Janitor Service Inc 103 Gilbert av

BUILDING MATERIALS and SUPPLIES

Fine Bros 3615 Haven av
Pacific Industries 475 El Camino Real
Peninsula Building Materials 700 El Camino Real

BUILDINGS--OFFICE and PUBLIC

City Hall 701 Laurel
Eight Eighty Three Building 883 Santa Cruz av
Eight O One Building 801 El Camino Real
Eleven Fifty Five Building 1155 University dr
Eleven Seventy Seven Building 1177 University dr
Encinal Park Building 830 Menlo av
Feve Building 713 Santa Cruz av
Foley Building 681 Oak Grove av
Forsythe Building 1075 Curtis
Keating Building 717 Oak Grove av
Kruse Building 1090 El Camino Real and 595 Santa Cruz av
Longson Professional Building 930 Santa Cruz av
Menlo Dental Building 625 Menlo av
Nine Thirty Four Building 934 Santa Cruz av
Oak Grove Building 845 Oak Grove av
Park Medico Dental Building 445 Burgess
Sheen Building 1436 El Camino Real
Ten Ten Doyle Building 1010 Doyle
University Building 1050 University dr
Uptown Shopping Building 900 Willow Rd
Warren Building 1150 El Camino Real

***BUSINESS OPPORTUNITIES**

WICKETT JOHN & CO, 330 El Camino Real, Atherton, Tel
368-4121 (See Page 23 Buyers' Guide)

CABINET MAKERS

Bechtold Cabinet Shop rear 920 El Camino Real

CAMERAS--DEALERS and REPAIRING

Menlo Camera Shop 773 Santa Cruz av

CORNISH & CAREY

REALTORS INSURANCE

PALO ALTO
150 UNIVERSITY AVENUE
TEL. 325-6161

ATHERTON
352 EL CAMINO REAL
TEL. 326-8450

LOS ALTOS
142 MAIN STREET
TEL. 948-9500

47

CARPET and RUG MANUFACTURERS

Carousel Carpet Mills 1010 O'Brien dr

CARPETS, RUGS and FLOOR COVERINGS—RETAIL

Rex Floor Coverings 844 Santa Cruz av

CATERERS

Catering By Ollie 1261 El Camino Real
Continental Caterers 425 El Camino Real
Natole's Gourmet Specialties 1356 El Camino Real
Party Givers The 1036 Doyle
Wann's Catering 1278 El Camino Real

CEMETERIES

Mount Carmel Cemetery Santa Cruz av cor Avy av

***CHAMBERS OF COMMERCE**

MENLO PARK CHAMBER OF COMMERCE
1100 MERRILL
TELEPHONE 322-2285

CHARGE ACCOUNT SYSTEMS

United States Exchange Corp 863 Santa Cruz av

CHEMICALS—WHOLESALE

Titan Chemicals Inc 883 Santa Cruz av Rñ

CHINA, CROCKERY, GLASSWARE and EARTHENWARE—RETAIL

Frane's 643 Santa Cruz av

CHIROPRACTORS

Atkinson Harold D 1215 Santa Cruz av

CHURCH GOODS

Angelus The 779 Santa Cruz av

CHURCHES

Calvary Missionary Baptist Church 543 Hamilton av
Church of God in Christ 800 Ivy dr

Where To Buy?

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450 Cambridge Avenue
Phone 321-5510

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GLASS AND MIRROR
COMPANY

Palo Alto

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More DAILY Business**

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DISPLAY ADS TEL. 326-1200**

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john f. dahl



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heating

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24 HOUR SERVICE

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Contracting — Heating — Water Heaters
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48

CHURCHES—Contd

- Church of Jesus Christ of Latter Day Saints 1105 Valparaiso av
- El Bethel Pentecostal Church 731 Pierce rd
- First Baptist Church 1100 Middle av
- First Church of Christ Science 201 Ravenswood av
- Friendship Baptist Church 1306 Chilco
- God's House of Prayer 1238 Willow rd
- Holy Trinity Episcopal Church 330 Ravenswood av
- Kingdom Hall of the Jehovah's Witnesses 811 Bay rd
- Macedonia Baptist Church 1110 Berkeley av
- Menlo Church of God in Christ 1410 Chilco
- Menlo Park CME Church 531 Pierce rd
- Menlo Park Presbyterian Church
950 Santa Cruz Av
Telephones 325-3269 and 325-5963
- Mt Olive AOH Church of God 828 Newbridge
- Nativity of Our Lord Church 200 Oak Grove av
- Russian Orthodox Church 1220 Crane
- Saint Bede's Episcopal Church 2650 Sand Hill rd
- Saint Denis Catholic Church Avy av at Monte Rosa dr
- Saint Raymond's Catholic Church 1100 Santa Cruz av
- Starlight Baptist Church 825 Pierce rd
- United Pentacostal Church 690 Creek dr
- Unity Christ Church 727 Live Oak av

CIGARS and TOBACCO—RETAIL

Johnny's Smoke Shop 564 Oak Grove av

***CITY DIRECTORY LIBRARIES**

CITY DIRECTORY LIBRARY

CHAMBER OF COMMERCE
1100 MERRILL
TELEPHONE 322-2285

***CITY DIRECTORY PUBLISHERS**

POLK R L & CO

831 MONTEREY PASS ROAD
MONTEREY PARK (LOS ANGELES) CALIF)

***CLAIM ADJUSTERS—COLLECTION**

MEDICAL-RETAIL COLLECTION BUREAU, 261 Hamilton Av,
Palo Alto. Tel 326-2320 (See Page 7 Buvvers' Guide)

Hare, Brewer & Kelley Inc.

-REAL ESTATE — INSURANCE

530 University Avenue

642 Santa Cruz Avenue

Palo Alto — Phone 327-5700 — Menlo Park

49

CLEANERS and DYERS

Budnik's Vic Cleaners 654 Santa Cruz av
Carmel Cleaners 449 El Camino Real
Dian's Cleaners 1142 Chestnut
Flood Park Cleaners 651 Bay rd
Frank's Cleaning & Tailor Shop 1185 El Camino Real
Hoot 'N Toot Cleaners 875 Santa Cruz av
Lux Dry Cleaners 1135 Chestnut
Menalto Cleaners & Laundry 1927 Menalto av
Menlo Coin Cleaners 824 Santa Cruz av
MENLO DRY CLEANING SERVICE, 1115 Chestnut, Tel 323-2744
Menlo Quick Clean Press Shop 611 Menlo av
New Guild Cleaners & Laundry 961 El Camino Real
New Method Cleaners 609 Santa Cruz av
Newbridge Cleaners 1189 Willow rd
Service Cleaners 728b Willow rd
Sterling Cleaners 867 Santa Cruz

WILLOW CLEANERS & DYERS, 824 Willow Rd, Tel 323-8258

CLINICS

Menlo Medical Clinic 1111 University dr

CLOTHING—RETAIL

Ash Coral Tennis Fashions (women's) 883 Santa Cruz av R18
Clothes Line The (women's clo) 1080 El Camino Real
Country Casuals Inc (women's) 706 Santa Cruz av
Country Look The (women's) 1004 Alma
Couture (women's) 807 Santa Cruz av
Dixson's (women's) 714 Santa Cruz av
Dorel's Casual Wear (women's) 1075 Curtis
Fox Ltd (men's) 895 Santa Cruz av
Harry's Juvenile Shop (children's) 874 Santa Cruz av
HASTING'S

**182 STANFORD SHOPPING CENTER
PALO ALTO
TELEPHONE 324-4787**

Jerry's Store for Men 628 Santa Cruz av
Mary's Stork to Teen Shop (children's) 707 Santa Cruz av
Nina's Bridals & Formals (women's) 651j Oak Grove av
Persimmon Shop (women's) 75 Arbor rd
Sample Dress Salon (women's) 1060 Evelyn
Thesta's of Menlo (women's) 850 Santa Cruz av
Van de Sande (men's) 704 Santa Cruz av
Young Eve (children's clo) 75 Arbor rd

CLOTHING—USED

Repeat Performance Shop 801 El Camino Real R10

CLUBS

Boys Club of Menlo Park 634 Menlo av

415 CAMBRIDGE AVE, PALO ALTO

- MEDICAL
- RETAIL
- AUTOMOTIVE



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CADILLAC & OLDSMOBILE

TEL. 326-4151

PALO ALTO

774 EMERSON STREET

GEORGE S. PADDLEFORD CORP.

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MEDICAL-RETAIL COLLECTION BUREAU

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● RENTS ● COMMERCIAL ● CLAIMS
261 HAMILTON AVENUE PALO ALTO TEL. 326-2320

50

CLUBS-Contd

Italian American Social Club 958 Oak la
Menlo Lunch Club (social) 2d fl 659 Oak Grove av
Rotary Club 651 Roble av
Sharon Heights Golf & Country Club 2900 Sand Hill rd
West Bay Model Railroad Assn (social) 1090 Merrill

COLLECTIONS

ANDERSON & PERKINS INC, 31 Geary, San Francisco, Tel 392-8466
CALIFORNIA COLLECTION AGENCY INC, 9 1st, Suite 315, San Francisco, Tel SUTTER 1-0540
CALIFORNIA CREDIT SERVICE, 415 Cambridge Av, Palo Alto, Tel 321-8767 (See Page 5 Buyers' Guide)
COUNTY CREDIT CONTROL CO, 1519 South B, San Mateo, Tel 341-9281
CREDIT BUREAU OF PALO ALTO, 435 Hamilton Av, Palo Alto Collection Dept, Tel 323-9077, Credit Reporting, Tel 326-4500 (See Page 6 Buyers' Guide and Page C)
MEDICAL-RETAIL COLLECTIONS BUREAU, 261 Hamilton Av Palo Alto, Tel 326-2320 (See Page 7 Buyers' Guide)
MERCHANTS COLLECTION ASSOCIATION, 821 Market, R909 San Francisco, Tel DOUGLAS 2-2300
PENINSULA COLLECTION AGENCY INC, 2232 Palm Av, San Mateo, Tel 341-9201
STORES COLLECTION BUREAU THE, 16 Beale, San Francisco Tel YUKON 1-5500
STORES COLLECTIONS BUREAU OF SAN MATEO COUNTY INC, 1110 S El Camino Real, San Mateo, Tel 341-7751
WELCH DAVID CO, 208 California Av, Palo Alto, Tel 327-0330

*COMMERCIAL COLLECTIONS

MEDICAL-RETAIL COLLECTION BUREAU, 261 Hamilton Av, Palo Alto, Tel 326-2320 (See Page 7 Buyers' Guide)
WELCH DAVID CO, 208 California Av, Palo Alto, Tel 327-0330

COMMUNICATION SYSTEMS

Communications Engineering Co 724 Willow rd
US Audio & Copy Corp 557 Willow rd Rm C

CONFECTIONERY--RETAIL

MacFarlane's Candies 989 El Camino Real

CONFECTIONERY--WHOLESALE

Market Distributors Inc 851 Hamilton av

CONSULTANTS

Adams Kath D (palmistry) 959 El Camino Real
Baker Wm (marriage) 934 Santa Cruz R3

LINNA WYCKOFF REALTOR

544 UNIVERSITY AVENUE
631 OAK GROVE AVENUE
133 MAIN STREET

PALO ALTO
MENLO PARK
LOS ALTOS

TEL. 325-4401
326-8156
948-8226

51

CONSULTANTS—Contd

Campbell James M bsmt 801 El Camino Real
Coleman Julia (marriage) 934 Santa Cruz R3
First San Francisco Planning Corp (business & estates) 1075 Curtis R204

CONTRACTORS—BUILDING—GENERAL

Atkinson Construction Co 1075 Atkinson la
Cortelyou Peter B 595 Santa Cruz av R3
COUCH DOUG INC, 1955 El Camino Real, Palo Alto, Tel 332-2461,
1709 El Camino Real, Mountain View, Tel 961-0424 (See Page
25 Buyers' Guide)

DeBell Construction Co 1220 Middle av
Encinal Park Inc 830 Menlo av R201
Farnsworth Lincoln B 420 Laurel
Frykman John W 627 Nash av
Giorgi Roy E 210 Ravenswood av
Golden West Assn 614 Bay rd
Guerra Lindo 1756 Stanford av
Hadden Harold W 760 Magnolia
Hillpark Construction Co 1150 University dr R101
Holvick Carl A & Co 401 Burgess dr
Houd-Wiegman Corp 540 Santa Cruz av
Hovik Leon P 340 Claremont Way
Jacobson Raymond K 1290 Bay Laurel dr
Johnson J Cyril Inc 125 Willow rd
Johnson & Mape Construction Co 125 Independence dr
Knutzen Henry Sons Co 613 Santa Cruz av
Lefholz Construction Co 1177 Johnson
Lindsay Claude T Inc 1300 El Camino Real
Mackay John C & Associates Inc 1st fl 830 Menlo av
McKellar & Associates 671 Oak Grove av Rm B
Mercury Construction Co 120 Constitution dr
North State Builders Ltd 475 El Camino Real
Nystrom Construction Corp Avy av & Monte Rosa dr
O'Brien James W 1010 Doyle R3
P-R&C Construction Co 319 Hedge rd
Pacific Brick Construction-Co 828 Olive
Palo Alto Builders Inc 1155 Crane R7
Pearce-McAllister & Thorsell Inc 767 Hamilton av
Perma Construction Co 1010 Doyle R18
Price Richd C 845 Oak Grove av R110
Stendell Rey C 700 College av
Sunlite Homes Inc 1149 Chestnut R1
Tilcon Inc 595 Santa Cruz av R3
Vemar Inc 595 Santa Cruz av R3
Welch Patk H 1177 University dr R7
Wersted R C Inc 7 Lomitas ct

CONTRACTORS—CONCRETE

Case Foundation Co 3633 Haven av
Crummer Joseph B 1159 Carlton av
Dolan Concrete Construction Inc 680 Cambridge av
Harris Israel W 341 Terminal av

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PALO ALTO
SPORT SHOP and TOY WORLD
526 Waverley
Phone 322-4673
2625 Middlefield Road
Phone 324-2211

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WILLIAM R. STAATS & CO.

INCORPORATED

58 TOWN AND COUNTRY VILLAGE

PALO ALTO

PHONE 321-4440



**DAVID A. DIEGELMAN
CO., INC.
REALTORS**

1365 EL CAMINO REAL, MENLO PARK, CALIFORNIA

323-7734

52

CONTRACTORS--ELECTRICAL

Bay Area Electric Corp 811 Hamilton av
Elysian Electric Co 1383 Carlton av
Menlo Electric Inc 125 Willow rd
Nesvold Orville H 1001 University dr

CONTRACTORS--EXCAVATING and GRADING

Kreiss Clifton W 1425 San Antonio

CONTRACTORS--FENCE ERECTING

ABA Fence Co 831 Hamilton av
Barnett Nolan N 920 El Camino Real

CONTRACTORS--HEATING and VENTILATING

A-I-M Metal Products Inc 535 Hamilton av
New Mission Heating & Ventilating Co 791 Hamilton av
Sunset Heating & Air Conditioning Co 511 Hamilton av

CONTRACTORS--INSULATING

Sigma Industries 1115 O'Brien dr

CONTRACTORS--PAINTING and DECORATING

Ardee Painting Co 333 Bay rd
**CHANEY'S PAINT & WALLPAPER, 846 Santa Cruz Av, Tel
325-9582 (See Page 14 Buyers' Guide)**
Hergott Painting Co 1068 Sonoma pl
Raineys Painting & Decorating Service 1044 Sonoma av
Roberstspray Inc 180 Constitution dr
Vern's Painting Service 1035 Tehama av
Watt John H 5 Patricia pl

CONTRACTORS--PIPE LINE

Wenrick & Associates 519 Hamilton av


CONTRACTORS--PLUMBING

**DAHL JOHN F PLUMBING "Don't Cuss-Call Us," 329 Alma,
Palo Alto, Tel 321-5500 (See Page 15 Buyers' Guide)**
Denny Frank H Plumbing Inc 547 Hamilton av
Hoffman Plumbing & Heating 960 Cotton
Martin K L Plumbing 1265 El Camino Real
Menlo Oaks Plumbing Co 1870 Santa Cruz av
**PALO ALTO PLUMBING-HEATING "We Sell The Best-Repair The
Rest," 331 Alma, Palo Alto, Tel 321-8162 (See Page 16
Buyers' Guide)**
Schlegel Mechanical Contractors Inc 525 Hamilton av

INSURANCE
BOHRING-WERDER
 REIFENRATH-GREENWOLD-VREEBURG

369-2921

845 Marshall Street
 Redwood City



53

CONTRACTORS—ROOFING and SIDING

REAVES R L ROOFING CO, 721 El Camino Real, Palo Alto, Te.
 325-5539 (See Page 26 Buyers' Guide)
 Trusty Roofing Co 3637 Haven av

CONTRACTORS—ROAD

Willis Bros Paving 1140 Berkeley av

CONTRACTORS' SUPPLIES and EQUIPMENT—RENTAL

A-L-N Equipment Corp 755 Hamilton av
 Moreing J A Co 120 Constitution

CONVALESCENT HOMES

Sharon Heights Convalescent Hospital 1185 Monte Rosa dr

CONVENTS

Nativity House 1252 Laurel
 Saint Raymond's Convent 1241 Arbor rd

CORDAGE and TWINE—MANUFACTURERS

United States Plastic Rope Inc 711 Hamilton av

CORSETIERS

Ann's of Menlo 708 Santa Cruz av

COSMETICS

Lady Emilie Royal Cosmetics 807 Santa Cruz av
 Woodard Vivian Cosmetics 683 Live Oak av apt 1

CURTAINS and DRAPERIES

Lintt Inc 622 Santa Cruz av

DAIRIES

Foremost Dairies Inc 600 Willow rd
 PENINSULA CREAMERY, 875 Alma, Palo Alto, Tel 323-3175
 (See Page 7 Buyers' Guide)

***DANCE STUDIOS**

ARTHUR MURRAY STUDIO, 1707 El Camino Real, Palo Alto,
 Tel 326-3000 (See Page 29 Buyers' Guide)



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DANCING SCHOOLS and TEACHERS

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Tel 326-3000 (See Page 29 Buyers' Guide)
Kirov Ivan School 1131 Chestnut
Reilly Phil H & Associates 717 Oak Grove av R10
Rose Ann's Dance Studios 1163 El Camino Real

DATA PROCESSING SERVICE

Professional Data Processing 109 Gilbert av

DAY NURSERIES

Belle Haven Day Nursery 1115 Berkeley av
Little Folk Nursery School 107 Clover la
Menlo-Atherton Nursery 802 Middle av

DELICATESSEN--RETAIL

Kitchen The 869 Santa Cruz av
Oxford Delicatessen 860 Santa Cruz av

DENTAL SUPPLIES and EQUIPMENT

Caulk L D Co 127 Independence dr
Edwards Dental Supply 625 Oak Grove av

DENTISTS

Barnes Richd L 445 Burgess dr R6
Bartlett Richd W 1st fl 825 Oak Grove av
Borrall Keith E 1st fl 825 Oak Grove av
Burgess Alvin J 1155 University dr R3
Davidson Gerhard B 681 Oak Grove av Rm E
Doi Hunter T 888 Oak Grove av R1
Edwards Gaar W 1155 University dr R3A
Foley Harry E 681 Oak Grove av Rm F
Forbert M R 681 Oak Grove av Rm F
Forsythe Max W 1155 University dr R1
Gray Seymore B 625 Menlo av R2
Hobson Kenneth A 1004 Doyle
Karna Jon C 625 Menlo av R8
Lazier W Dale 625 Menlo av R5
Leclerc Walter N 625 Menlo av R1
Leggett Richd H 888 Oak Grove av R3
Lewis Robt D 681 Oak Grove av Rm E
Lundell Lowell C 888 Oak Grove av R11
McFate Norman E 888 Oak Grove av R10
Mears Hiram E 625 Menlo av R6
Morrison Douglas W 625 Menlo av R7
Nelson Willis W 1st fl 825 Oak Grove av
Northcutt Michl 888 Oak Grove av R10
Peters Geo M 321 El Camino Real
Schafer Thos J 932 Santa Cruz av Rm A

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DENTISTS—Contd

Schuchard Alf 1155 University dr R2B
Soelberg Kenneth B 1155 University dr R1
Taano Eug 625 Menlo av R3
True Wm F R 625 Menlo av R4
Webb Ernest J 1st fl 825 Oak Grove av
Wilcoxson Harold E 888 Oak Grove av R2
Yob Ralph C 321 El Camino Real

DEPARTMENT STORES

Alec Inc 625 El Camino Real

MACY'S CALIFORNIA, 114 Hillsdale Mall, San Mateo, Tel 341-3333
Stanford Shopping Center, Palo Alto, Tel 326-3333, Stockton at
O'Farrell, San Francisco, Tel EXbrook 7-4444

DESIGNERS

Chaney Arch (bldg) 118 Willow rd
Corporate Design (graphic) 1003 Almanor dr
McDonnell Thos A (industrial) 475 Encinal av apt K
Simmons & Simmons (bldg) 1367 El Camino Real

DETECTIVE AGENCIES

People's Police Patrol 203 Robin Way

DIAPER SUPPLY SERVICE

ALTO DIAPER SERVICE, 120 Hamilton Av, Palo Alto, Tel
326-9466 (See Page 7 Buyers' Guide)

*DIRECT MAIL ADVERTISING

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DETROIT 31, MICH

WESTERN EMPIRE DIRECT ADVERTISING CO, 1480 Folsom,
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Beauty Salon For Dogs 580 Santa Cruz av
Miller Jean Dog Grooming 1328 El Camino Real

DOLL HOSPITALS

Letitia Lane Associates 1045 El Camino Real

DRAFTSMEN

Technical Reproductions 647 Bay rd

DRESSMAKERS

Tomlin Lillian Mrs 883 Middle av

DRUGGISTS--RETAIL

BANETH'S WILLOW ROAD PHARMACY

900 WILLOW RD
TELEPHONE 325-1376

CLIFFORD'S PHARMACIES INC, General Offices 533 E Evelyn Av,
Mountain View, Menlo Park Stores, Menalto Pharmacy, 1919
Menalto Av, Tel 324-1601, Clifford's Pharmacy, 693 Santa Cruz
Av, Tel 323-1354

Flood Park Pharmacy 643 Bay rd

MENLO PRESCRIPTION PHARMACY, Professional Building,

825 Oak Grove Av, Tels 323-0286 and 323-0287

Menlo Square Pharmacy 1022 Alma

Preuss Avenue Pharmacy 800 Santa Cruz av

DRUGGISTS--WHOLESALE

Parke Davis & Co 135 Commonwealth dr

DRY GOODS--RETAIL

Stevens A S Co 673 Santa Cruz av

DRY GOODS--WHOLESALE

Bernie Norman S Co 570 Santa Cruz av

ELECTRICAL EQUIPMENT and SUPPLIES--DEALERS

MENLO PARK HARDWARE CO, 700 Santa Cruz Av, Tel

322-8844 or 322-5253 (See Page 8 Buyers' Guide)

ELECTROLYTIC TREATMENT

Ogren Marie Mrs 883 Santa Cruz av R3

ELECTRONIC EQUIPMENT and SUPPLIES

Aerol Associates 1177 University dr R4

Bell Electronic Corp 1070 O'Brien dr

Hare, Brewer & Kelley Inc.

·REAL ESTATE — INSURANCE

530 University Avenue

642 Santa Cruz Avenue

Palo Alto — Phone 327-5700 — Menlo Park

57

ELECTRONIC EQUIPMENT AND SUPPLIES—Contd

Brinkman Instruments Inc 930 Santa Cruz av

Carco Electronics 1180 O'Brien dr

Electroglas Inc 150 Constitution dr

Hill Magnetic Products 1055 O'Brien dr

Hollywood Radio & Electronics 1135 O'Brien dr

McKnight Co 1436 El Camino Real R1

Reconix Inc 990 O'Brien dr

Royco Instruments Inc 141 Jefferson dr

Sierra Electronic (Div Philco Corp) 3885 Bohannon dr

Straube Associates Inc 483 Willow rd

Weightman & Associates 1436 El Camino Real R5

EMPLOYMENT AGENCIES

D&J Employment Agency 1150 El Camino Real

Girls Galore—Men Unlimited Agency 475 El Camino Real

Global Domestic Agency 1000 Doyle

ENGINEERS—CIVIL

Longson Engineering 930 Santa Cruz av

ENGINEERS—CONSTRUCTION

Holmes Oscar C Co 3750 Haven av

Wiggins John H Co 801c El Camino Real

ENGINEERS—CONSULTING

Baran & Associates 1155 Crane R4

Lambert Peter C 1010 Doyle R14

Winston J Co 1436 El Camino Real R4

ENGINEERS—ELECTRICAL

Walter Associates 671 Oak Grove av Rm L

ENGINEERS—ELECTRONIC

Great Lakes Carbon Corp 671 Oak Grove av Rm E

ENGINEERS—MANAGEMENT

Halsted Saml H 500 Santa Cruz av

ENGINEERS—MECHANICAL

Aiken Electrical Engineers 1080 O'Brien dr

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ENGRAVERS—JEWELRY

TAMME ENGRAVERS, 1077 El Camino Real, Tel 324-4285

ENVELOPE MANUFACTURERS

Gilmore Envelope Corp 1436 El Camino Real R10

FEED DEALERS—RETAIL

Derry's Feed & Fuel 630 Oak Grove av

FILTER MANUFACTURERS

Purecell Corp (water) 567 Hamilton av

FINANCE COMPANIES

Laurentide Finance Corp 603 Santa Cruz av
Pacific Plan 618 Santa Cruz av

FISH and SEA FOOD DEALERS—RETAIL

Cook's Sea Food Market 751 El Camino Real

*FLOOR COVERINGS

ART-CRAFT LINOLEUM SHOP, 215 Hamilton Av, Palo Alto, Tel
322-1473 (See Page 11 Buyers' Guide)

FLORISTS—RETAIL

Farrington's Flowerland 615 Middle av

Lum Toy Florist 1800 El Camino Real
Menlo Florist 780 Santa Cruz av

Watkins Flowerland 41 El Camino Real

FUNERAL DIRECTORS

JOHNSTON COLONIAL MORTUARY, 650 Live Oak Av, Tel
323-5143
Menlo Funeral Home 1145 Merrill

ROLLER & HAPGOOD, 980 Middlefield Rd, Palo Alto, Tel
323-5107 (See Page 7 Buyers' Guide)

FUR DEALERS and FURRIERS

Kessler Julius 820 Santa Cruz av

PORTOLA PROPERTIES

BETTY HUNT — REALTOR

4388 ALPINE ROAD, PORTOLA VALLEY
656 SANTA CRUZ, MENLO PARK

851-1597
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59

*FURNACES

DAHL JOHN F PLUMBING, "Don't Cuss-Call Us," 329 Alma
Palo Alto, Tel 321-5500 (See Page 15 Buyers' Guide)

PALO ALTO PLUMBING & HEATING, "We Sell The Best-Repair
The Rest," 331 Alma, Palo Alto, Tel 321-8162 (See Page 16
Buyers' Guide)

FURNITURE DEALERS--RETAIL

Dale Furniture Co 820 Willow rd
Flegel's Home Furnishings 870 Santa Cruz av
Richardson Furniture Co 520 Santa Cruz av

FURNITURE DEALERS--USED

Family Service Post 1024 Alma

FURNITURE MANUFACTURERS

Nelson Martin Custom Furniture 75 Arbor

GARBAGE COLLECTION SERVICES

SAN MATEO COUNTY SCAVENGER CO, 211 N El Dorado,
San Mateo, Tel 343-4479 (See Page 28 Buyers' Guide)

GASOLINE STATIONS

AMES KEN SERVICE, 389 El Camino Real, Tel 322-4220

Ayers Union Service 1380 El Camino Real
Ben's Flying A Service 1190 El Camino Real
Bill's Richfield Service 170 Middlefield rd
Bowser's Union Service 1254 Willow rd
C&P Mobil Service 1200 El Camino Real
Carl's Flying A Service 990 Marsh rd

CHASE'S SHELL SERVICE, Bay Rd and Grayson Ct, West of
Bayshore Freeway at Willow Rd Overpass, Tel 326-8820

Flying A Service Station 1291 Willow rd
Frank's Service 595 Willow rd

GEORGE & BOB'S CHEVRON STATION, 1377 El Camino Real
Tel 323-8816 (See Page 30 Buyers' Guide)

Heard's Texaco Service Station 1260 Willow rd
Hudson's Shell Service No 1 495 El Camino Real No 2 1100
El Camino Real

Hulse's Union Service 710 Willow rd
JRJ Union Service 97 El Camino Real
Jack's Shell Service 495 Willow rd
Kelly's Shell Service 1400 El Camino Real
Middlefield Union Service 40 Middlefield rd
Moore's Norwalk Service 1300 Willow rd
Murphy's Save Serve 450 Willow rd
Rappy's Richfield Service 1246 El Camino Real
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