

CLASSIFIED
BUYERS' GUIDE
OF THE CITY OF
MENLO PARK
CALIFORNIA
1967

Including ATHERTON

**THE
BUYERS'
GUIDE
CONTAINS
THE
ADVERTISE-
MENTS
OF THE
MORE
PROGRESSIVE
BUSINESS
MEN
AND
FIRMS.**

**ALSO A
COMPLETE
CLASSIFIED
BUSINESS
DIRECTORY
BEGINNING
ON
PAGE
27**

R·L·POLK & CO.
PUBLISHERS

**831 MONTEREY PASS ROAD
MONTEREY PARK (LOS ANGELES), CALIF. 91754
Copyright, 1967, by R. L. Polk & Co.**

ANTIQUES**CLIFFORD'S****ANTIQUES and JEWELRY**

1610 EL CAMINO REAL
MENLO PARK
PHONE 325-6621

Need Financial Facts? . . . Then You Need

POLK'S BANK DIRECTORY

POLK'S will answer your questions, supply connections, fill needs . . . because POLK'S is the one—the only—bank directory that completely covers the banking and financial world.

Get the Most Complete, Accurate Financial Information Available

USE POLK'S BANK DIRECTORY

Published Semi-Annually — March and September

R. L. POLK & CO., PUBLISHERS

Nashville 3, Tennessee

BALESTRA PONTIAC



FOR 1967 - WE CARRY A
COMPLETE LINE OF ALL MODELS
A TRULY PRESTIGE AUTOMOBILE



SALES -- SERVICE -- PARTS

COMPLETE BODY SHOP



**SEE THE NEW LINE
OF GMC LIGHT TONAGE
TRUCKS**

MANY FINE USED GUARANTEED CARS
TO CHOOSE FROM

Phone 369-0061

1039 El Camino Real

Redwood City

AUTOMOBILE DEALERS**NEW and USED CAR SALES****SERVICE***"The House That Service Built"*

RAY ATWATER'S

**PENINSULA
CHEVROLET CO.**

Leasing - All Makes and Models

Forest Avenue at High Street**Palo Alto****Tel. 324-2571****1044 El Camino Real****Menlo Park****Tel. 324-2422**



CADILLAC



OLDSMOBILE

GEORGE S. PADDLEFORD CORP.

The Most Modern and Complete
Service on the Peninsula

Tel. 326-4151

774 Emerson Street

Palo Alto

TRADE WITH
E-Z DAVIES

LEASING

**NEW
CARS**



**USED
TRUCKS**

LEASING

EVERY AUTOMOTIVE SERVICE SINCE 1916

1101 El Camino Real, Redwood City

Tel. 369-0311

BANKS

THE STANFORD BANK

UNIVERSITY AVENUE AT WAVERLEY STREET
PALO ALTO

COMPLETE BANKING SERVICE

BANK BY MAIL

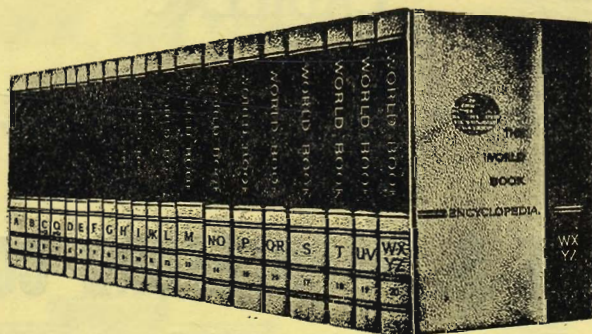
SAVINGS — LOANS — SAFE DEPOSIT

Phone 322-4541

Palo Alto



WORLD BOOK ENCYCLOPEDIA



WORLD BOOK ENCYCLOPEDIA IS MODERN, UP-TO-DATE, INTERESTING. FIRST IN SALES. MORE SCHOOLS, HOMES and LIBRARIES BUY WORLD BOOK THAN ANY OTHER ENCYCLOPEDIA.

ALSO CHILD CRAFT — INTERNATIONALLY FAMOUS
CHILD DEVELOPMENT PLAN

For Information Call

NELLIE E. MOORE, District Manager

1026 Del Norte Avenue

Menlo Park

Phone 324-4118

CLEANERS AND DYERS



Hoot N' Toot Car Hop Cleaners

Cleaning Knitwear Is Our Specialty

Complete Cleaning and Pressing Service

ONE DAY SERVICE ON REQUEST

FREE PARKING IN REAR

875 SANTA CRUZ AVENUE

PHONE 324-2920

MR. CITIZEN! CORRECT INFORMATION IS VALUABLE TO YOU!

Cooperate with the City Directory enumerators to see that your name and those of your family are correctly listed in each edition. *Your name, listed correctly in the City Directory, is a great asset.* This has been proved thousands of times, especially in cases of employment application, proof of residence, questions relating to citizenship, applications for welfare assistance, distribution of mail, etc. Be better established . . . be on record as a local citizen by seeing that your name is not missed or incorrectly listed in the Directory.

Collections

MEMBERS OF

- Associated Credit Bureaus of America
- American Collectors Assn., Inc.
- National Retail Credit Assn.

LICENSED and BONDED

WE COLLECT ANYWHERE

CREDIT BUREAU OF PALO ALTO

COLLECTION DEPT.

323-9077

CREDIT REPORTING

326-4500

435 HAMILTON AVENUE

PALO ALTO

CONTRACTORS—PAINTING**HERGOTT PAINTING COMPANY**

STANLEY HERGOTT CONTRACTOR

SINCE 1956

COMMERCIAL — RESIDENTIAL

- PAPER HANGING
- SAND BLASTING
- WATER PROOFING
- WOOD FINISHING

USE A PROFESSIONAL PAINTER

1068 Sonoma Place, Menlo Park, Phone 324-4007

DAIRIES**PENINSULA CREAMERY**

875 ALMA

PHONE
323-3175**"FINEST DAIRY PRODUCTS ANYWHERE"****PLEASE!****Do Not Lend Your
CITY DIRECTORY****IT COSTS YOU MONEY—Every Time it Is Loaned**

The practice of lending your City Directory, in a great measure, is responsible for the increasing cost of Directory Service.

The reason is:—

There is a definite cost involved in the making of the **DIRECTORY** of Your City.

THIS COST MUST BE ABSORBED BY THE SUBSCRIBERS—BE THEY ONE—OR BE THEY 1000.

If there were but **ONE SUBSCRIBER** to the **CITY DIRECTORY**—**THE ONE SUBSCRIBER** would of necessity have to absorb **THE WHOLE COST.**

If there were **100 SUBSCRIBERS**—each one would have to absorb **1/100 PART OF THE WHOLE COST.**

If there were **1000 SUBSCRIBERS**—each one would have to absorb **1/1000 PART OF THE WHOLE COST.**

From which it is obvious that the **GREATER** the number of subscribers—the **LESSER** the cost to each.

And

It is also obvious that the **LESSER** the number of subscribers—the **GREATER** the cost to each.

Every time you loan your City Directory the **LESS NECESSITY** **THERE IS FOR THE BORROWER TO SUBSCRIBE FOR THE SERVICE.**

MORE BORROWERS result in **FEWER SUBSCRIBERS** which means **INCREASED COST.**

THE PUBLISHERS

ALTO DIAPER SERVICE

IDEAL GIFT FOR BIRTHS and SHOWERS

120 Hamilton Avenue

Palo Alto



CALL 326-9466

FUNERAL DIRECTORS

ROLLER & HAPGOOD

FUNERAL DIRECTORS

980 MIDDLEFIELD ROAD

PALO ALTO

TELEPHONE 323-5107

GLASS

ACME GLASS CO.

SPECIALISTS IN

GLASS FOR EVERY PURPOSE



635 Emerson Street in Palo Alto

Phone 321-7781



ROYAL GLASS and MIRROR COMPANY

Glass For Every Purpose...

Phone 321-5510

450 Cambridge Ave.

Palo Alto

HARDWARE**MENLO PARK HARDWARE CO.**

43 Years of Quality Plus Service

ELECTRICAL SUPPLIES
PLUMBING SUPPLIES
PAINTS — VARNISHES

APPLIANCES
HOUSEWARES
SPORTING GOODS

Plenty of FREE PARKING at Our Rear Door

700 Santa Cruz Avenue

Phones 322-8844 and 322-5253

INSURANCE

369-2921



845 Marshall Street

Redwood City

VITAL INFORMATION AT YOUR FINGER-TIPS!

► Tens of thousands of people who were formerly strangers to the City Directory are consulting it on questions of citizenship, employment, sources of supply, communication, etc. Also, Directory usage is **up** among regular subscribers.

More People Are

SEEING CITY DIRECTORY ADS

J. BARTH & CO.

Established 1883

STOCKS—BONDS

MUTUAL FUNDS

INVESTMENT BANKERS

MEMBERS

NEW YORK STOCK EXCHANGE

PACIFIC COAST STOCK EXCHANGE

AMERICAN STOCK EXCHANGE

TEL.

324-1311

720 Santa Cruz Avenue

Menlo Park

INVESTMENT SECURITIES**GLORE FORGAN, WM. R. STAATS**

Inc.

**MEMBERS:**

NEW YORK STOCK EXCHANGE
 AMERICAN STOCK EXCHANGE
 PACIFIC COAST STOCK EXCHANGE

Phone 321-4440**635 Waverley Street****Palo Alto****BIRR, WILSON & CO., Inc.**

COMPLETE BROKERAGE SERVICE

STOCKS — BONDS — MUTUAL FUNDS

MEMBERS NEW YORK and PACIFIC COAST
 STOCK EXCHANGES

748 Santa Cruz Avenue**Phone 326-5010****MOTELS****MENLO MOTOR LODGE**

30 Units — Televisions — Radios — Room Telephones — Kitchens
 Complimentary Coffee

1315 El Camino Real**Menlo Park****Telephone 326-7530**

PLUMBERS

13

Don't Cuss — Call Us

© 1942

321-5500

For Emergency

PLUMBING

24-HR. SERVICE

7 DAYS A WEEK



- RESIDENTIAL
- COMMERCIAL
- REPAIRS
- REMODELING
- WATER HEATERS
- ELECTRIC SEWER and DRAIN CLEANING
- STOVES CONNECTED
- FURNACES REPAIRED
Controls and Thermostats

john f. dahl

"Don't Cuss — Call Us"



PLUMBING HEATING

329 Alma Street

Palo Alto

Serving Entire Midpeninsula Since 1895

"SINCE 1908"

PALO ALTO PLUMBING & HEATING

We Sell the Best -- Repair the Rest



24 HOUR SERVICE



321-8162

324 High Street

Palo Alto, California