

**CLASSIFIED
BUYERS' GUIDE
OF
REDWOOD CITY
(CALIFORNIA)**

1953



The Buyers' Guide contains the advertisements and business cards of the more progressive business men and firms in the city, classified according to lines of business

R. L. POLK & CO.

PUBLISHERS

Winifred Burgard Agency

GENERAL OFFICE SERVICE

Direct Mail Advertising — Mimeographing, Black or in Color
Addressographing, Plates Made and Filed



Tel. EMerson 6-3308

2393 Spring Street

Redwood City

MR. CITIZEN!

CORRECT INFORMATION

IS VALUABLE TO YOU!

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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.

AMBULANCE--24-Hour Service

Our Fleet Covers the Entire Peninsula

Oxygen equipped — Radio
 Dispatched — Red Cross
 Trained Attendants — Long
 Distance Trips



Arrangements Made For Train
 Airplane — Boat Travel

"The Black & Cream Ambulances"

San Mateo
 FIreside 5-0735

Belmont
 FIreside 5-0735

Redwood City
 EMerson 8-2144

San Bruno & S. S. F.
 JUno 8-2543

San Carlos
 LYtell 3-3171

Palo Alto
 DA 3-6178

Ohio Oxygen Wholesale To Hospitals and Physicians—Hospital Bed Rentals

AMBULANCE SERVICE CO.

24 HOUR SERVICE

BONDED ATTENDANTS

PENINSULA AMBULANCE SERVICE

R. H. RATLIFF

Two-Way Radio Dispatched

Oxygen — Resuscitator — Inhalator — Aspirator
 Hospital Equipment — Sales & Rentals — Beds
 Commodes — Wheel Chairs — Walkers
 Vaporizers

Telephone EMerson 6-1883

Palo Alto DA 2-8258 — San Mateo DI 3-4533

Main Office

432 Middlefield Road

Redwood City, Calif.

AFFILIATED WITH

Sequoia District Physicians Exchange EM 8-3301

Sequoia District Nurses Registry EM 6-9273

GRUENIG & CANNON

Appliances

Sales and Service

Bendix — Philco — Hotpoint — Norge
Wedgewood

Freezers

Chest and Upright

Phones EMerson 6-6939 -- EMerson 6-1969

1796 Broadway

Redwood City, Calif.

B & F

PLUMBING and APPLIANCES

Hotpoint — Admiral — Whirlpool — Deepfreeze

Complete Line of Gas and Electric Appliances

3150 Middlefield Road, Redwood City

Tel. EMerson 6-2659

DAVIES AUTO CO.

Sales

Frigidaire

Service

LEADING BRANDS

Household Appliances — Television — Radio

1502 El Camino Real, Redwood City

EM 6-5276

FERRIS MILES

Inc.

Dodge – Plymouth

DODGE *Job-Rated* **TRUCKS**

For Miles Ahead Service



MAIN OFFICE

1101 Main Street

Redwood City

EM 8-4141

San Carlos Used Car Department

801 El Camino Real

San Carlos

Phone LY 3-3483

TOWNE MOTOR CO.



Sales and Service

Trucks – Used Cars



Tel. EMerson 6-5744

902 Middlefield Road

Redwood City



USED CAR DEPT.

565 El Camino Real

Tel. EMerson 6-5744

DAVIES AUTO CO.

CARS



TRUCKS

New - Used

Every Automotive Service

Frigidaire

Household Appliances and Television

2 STORES

Cars

Appliances

1101 El Camino Real

1502 El Camino Real

REDWOOD CITY

EM 6-3886

EM 6-5276

HOYT PONTIAC



PONTIAC

G.M.C.



Sales — Service — Parts

Used Cars Bought and Sold

EM 6-4691

1039 El Camino Real

Redwood City

For the Best Deal

R. W. McCULLOCH CO.



Studebaker
Cars and Trucks

Sales and Service

Tel. EMerson 8-3394

1661 Broadway

Redwood City

RYAN AND HARPER, Inc.

Authorized Dealer For

De Soto



Plymouth

Sales and Service

Specialists In

Auto Repairing — Body Reconstruction — Painting
Genuine Factory Parts and Accessories



EMerson 6-9538

570 El Camino Real

Redwood City

AL VARGAS MOTOR BODY

Complete Auto and Truck Repairs

Wheel Alignment — Balancing

Complete Brake Service — Body and Fender Repairs

Frame Straightening — Complete Paint Department

ALL WORK GUARANTEED — FREE ESTIMATES



Tel. EMerson 8-1549

3009 Middlefield Rd.

Redwood City

Out of Sight • Out of Mind

★ *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. *Insist on being well represented in its pages.*

BISSELL TIRE & BATTERY SERVICE



General Tires - Recapping
Hobbs Batteries

Specializing In Brake Service
Mufflers and Tail Pipes

Wheel Balancing — Electrical Service
Automobile Accessories and Parts



2233-A Middlefield Road

Tel. EMerson 6-3845

Redwood City

Tire Recapping -- Repairing

Brake Service - Wheel Aligning



TRUCK AND PASSENGER

New Tire Mileage Guarantee

FOR COMPLETE TIRE SERVICE

Call EMerson 6-7269

Murray & Fowler Tire Company

1007 Jefferson Avenue

THE FIRST NATIONAL BANK

OF SAN MATEO COUNTY

Redwood City – Menlo Park

61 Years of Friendly Service

An Independent Bank

LEE T. ROSS Chairman of the Board
 RICHARD J. ELKUS President
 J. E. MORRISH Vice-President
 T. N. THOMPSON Cashier

REDWOOD CITY

Broadway cor. Main

Tel. EMerson 6-9571

MENLO PARK

718 Santa Cruz Av.

Tel. DAvenport 3-4135

Member Federal Deposit Insurance Corporation



REDWOOD BOWL

Bowling – Billiard Salon – Cocktails

FREE INSTRUCTION

Complete Restaurant Service

1674 Broadway

Redwood City

Tel. EMerson 6-5342

KNOW YOUR DIRECTORY

Estes Dorothy L Mrs bkpr Kresge h3409

Jas B (Dorothy L) mech Ford h3409

Esveltd 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

EMPLOYED

HUSBAND'S NAME

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

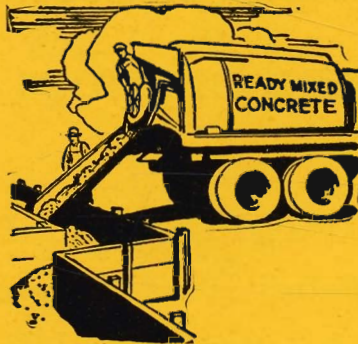
This vital information may be secured instantly from your City Directory. Every person of Directory listing age (18 years and over) is listed, including both men and women. The wife is listed with her husband, and also is listed separately if steadily employed.

REDWOOD MATERIAL COMPANY

Maple Street and Highway, Redwood City



Rock, Sand and Gravel Transit Concrete



Cement, Plaster, Lime, Roofing, Brick

Phone EMerson 6-3816

SAN CARLOS

Feed & Fuel

Co.

Ready Mixed Concrete

Building Materials

and Supplies

Rock—Sand—Gravel—Cement—Plaster—Lime
—Roofing Materials and Supplies—Fuel—
Brick—Tile—Sole Steel Windows

Phone LYtell 3-7851

1026 Bransten Road near Old County Road

San Carlos

FOR DISTINCTIVE MEN'S WEAR

Dobbs Hats—Arrow Shirts—Botany 500—Timely Clothes
Pendleton Robes and Shirts—Rough Rider Slacks—Luggage Gifts

John Brooke

J. H. BEYERSTEDT, Prop.

2346 Broadway

Redwood City, California

EMerson 6-2432

COLD STORAGE LOCKERS

REDWOOD CITY COLD STORAGE AND LOCKERS
COMMERCIAL STORAGE

Processors of Eastern Corn Fed Steer Beef and Home Freezer Supplies
Food Plan

Complete Line of Home Freezers and Appliances
Amana — DeLaval — Coolerator — Orley — Gibson — Victor

Corner Hilton and Cassia Sts., Redwood City

Tel. EMerson 8-4661

NEED A



PAINTER



PLUMBER



ROOFER



CONTRACTOR



FLOORMAN



CONSULT THE CLASSIFIED BUSINESS SECTION

WHITE OAKS CHAPEL

ROLLER, HAPGOOD & LORENTZEN

Funeral Directors

●

Tel. LYtell 3-6544

1696 El Camino Real

San Carlos

REDWOOD CHAPEL

Formerly Franklin and Crowe

ROLLER, HAPGOOD & GAROFOLI

Funeral Directors

●

Tel. EMerson 6-6822

847 Woodside Road

Redwood City

LAYNG & TINNEY FUNERAL HOME

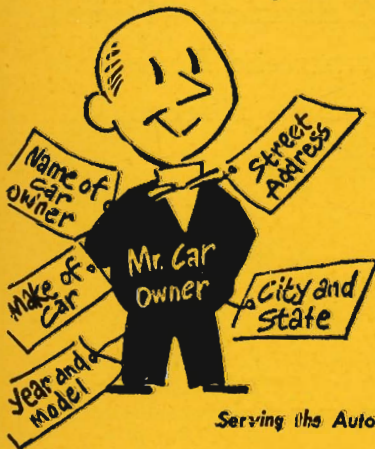
Established in 1913

Telephone EMerson 6-5903

717 Jefferson Avenue

Redwood City

...About Your Car Owner Lists



Whatever information an auto owner puts on his license application appears on the new Polk official car owner registration list, now available to you. Every name on a Polk car owner list is "cleaned" ahead of time. Only names of persons to whom mail can be delivered are compiled for you. Polk Car Owner Lists are not "loaded" with extra names that would waste your time and money in sending out mail, or in making personal calls.

Success or failure of any direct mail advertising program depends on your keeping that list up to date.

Serving the Automotive Industry and Its Dealers Since 1923

R.L. POLK AND COMPANY, Direct Mail Advertising Division

HEADQUARTERS: POLK BUILDING, 431 HOWARD ST. DETROIT 31, MICHIGAN

BRANCHES AND PRODUCTION PLANTS: New York Chicago Philadelphia Cleveland St. Louis Cincinnati Vreborg

MISSION CARPET & FURNITURE HOUSE



Furniture

Linoleum — Window Shades

Venetian Blinds — Draperies — Television — Radios

Stoves — Refrigerators — Deepfreeze Boxes

Washing Machines — Youngstown Kitchens

Asphalt and Rubber Tiles



Tel. EMerson 8-1466

665 El Camino Real

Redwood City

No Cash Needed At

GOLD & GLUSKIN

Trade in your old furniture... pay the balance in easy, pin-money terms...

Gold & Gluskin

711 Woodside Road—Near El Camino Real

HOME OF THESE FAMOUS NAMES

Kroehler—Simmons—Wedgewood—Maytag—Alexander Smith
Carpeting—Beautyrest Mattresses—Crosley Refrigerators

Phone EMerson 6-2972

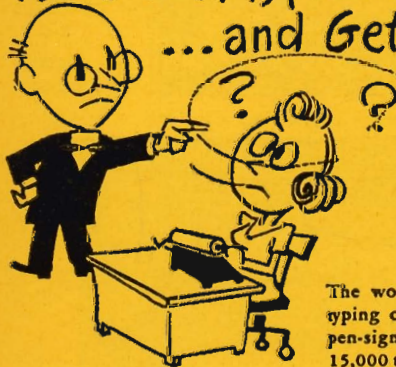
Visit Our Famous Used Furniture Division

GOLD'S FURNITURE STORE

711 Woodside Road

Redwood City

"Miss Jones, Type 2,500 Personal Letters
...and Get 'em Out Today!"



Do you want *real* response from your customers and prospects? *A personally-typewritten letter gets the biggest results!*

But you don't have the time, or facilities? And you can't afford the expense of hiring 30 typists? R. L. Polk & Co.'s Automatic Type-writer Division has the answer for you!

The world's largest battery of automatic typewriters—typing completely personalized letters, each individually pen-signed—can produce 500 or 15,000 typewritten letters for you.

READY TO MAIL—in a matter of hours. *And the cost is a fraction of what it would cost you to do it yourself.*

Simply send along your list, your letterheads and envelopes, your instructions. Or, ask for complete information from:



R.L. POLK AND COMPANY, Direct Mail Advertising Division

HEADQUARTERS: POLK BUILDING, 431 HOWARD ST. DETROIT 31, MICHIGAN

BRANCHES AND PRODUCTION PLANTS: New York Chicago Philadelphia Cleveland St. Louis Cincinnati Trenton