

San Mateo Investment Co.

REALTORS

Residential — Commercial — Industrial

MULTIPLE LISTING BROKERS

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San Mateo

“C” SHARP FOR BETTER HOMES

COMPLETE BUILDING SERVICE

Remodeling



Homes



Commercial

Industrial

TELEPHONES

EM erson 8-6410 and EM erson 6-1531

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Redwood City

Francis **BROWN**
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LY tell 3-8051

San Carlos

Perry A. Bygdnes associates

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SPECIALIZING IN
 COMMERCIAL, INDUSTRIAL and INCOME PROPERTIES

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 and Insure What Is on It"*

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FOR 29 YEARS
 LEADERS IN PENINSULA REAL ESTATE

Redwood City — Atherton Office

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1494 EL CAMINO REAL, SAN CARLOS

LY tell 1-2656

Next to the Doll House

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REAL ESTATE SERVICE WITH SATISFACTION

RESIDENTIAL • INCOME • RENTALS • LOTS

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REDWOOD CITY

EM erson 6-0330

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Menlo Park**Redwood Town & Country Realty Co.**

Tor Lind — Broker — Realtor

Homes — Businesses — Motels — Apartments — Lots — Ranches
Insurance — Notary — Sales — Exchanges — Rentals — Leases

EM erson 9-4145

484 El Camino Real

Redwood City

ROYER REALTY CO.

Realtor

Real Estate and Insurance

1047 Whipple Ave.

Redwood City

Tel. EM erson 6-3813

JOHN W. RUTHERDALE COMPANY

REALTORS

SAN CARLOS

LY tell 1-0307

PENINSULA PROPERTIES

100 EL CAMINO REAL

Know Your Directory **SYMBOLS**

Earle Frank ^rr1126 Monroe
 " Henry r1126 Monroe
 " Isabel L (wid Geo A) r5436 Steadman
 " Jack lab DPW&Eng r1126 Monroe
 " Jas J USA r7810 Neckel
 " Morris fcty wkr ^rr1126 Monroe
 " Thos fcty wkr Ford r4818 Jonathon
 " Willard mach opr Valor Tool & Mach
 Co r181 Burke (RR)

"r"—RESIDENT

"h"—HOUSEHOLDER

"r" AND "h"

Two important symbols are used in your City Directory. The symbol "r," before an address stands for "Resident." That person resides at that address but is not the head of the family or family head. The symbol "h" stands for "Householder"—the person in whose name the home is occupied.



Roofing Company

We do Quality Work

**COMMERCIAL
INDUSTRIAL
TRACT**



**Re-Roofing -- Repairing -- Tar -- Gravel
Composition**

CALL

LYtell 3-8471

SANTA CLARA

CH 3-5854

767 Parker

SAN CARLOS

Main Office

389 El Camino Real

HAYWARD

JE 8-0252

1882 Jackson

The
**SAN MATEO COUNTY
 BUILDING AND LOAN
 ASSOCIATION**

"Organized In 1890"



Home Loans

Officers

O. E. DOYLE _____ President
 MERRITT R. HOSMER _____ Vice-President
 NORMAN E. MORK _____ Secretary

Board of Directors

O. E. DOYLE _____ MERRITT R. HOSMER
 FRANK W. DELUCCHI _____ W. W. HILTON
 JOSEPH R. FITZPATRICK

Phone EM erson 6-4517

2022 Broadway

Redwood City

SERVICE STATIONS

EL & H SERVICE

We Take Especially Good Care of Your Car

AUTO REPAIR — TIRES — BATTERIES

BRAKE REPAIRING

602 El Camino Real

EM 9-4233

Redwood City

SPORTING GOODS

Downs

BIKE & SPORT SHOP

SPORTSMANS
— HEADQUARTERS

13 James Ave.

EM erson 6-4072

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.*



The Tailor

DEZSO BILIBOK

Fine Custom Tailoring

for

Ladies and Men

- Custom Made Suits
- Expert Alterations



EMerson 6-0223

2042 Broadway

Redwood City

YELLOW CAB CO.

RADIO DISPATCHED

EMerson 6-5777

24 HOUR COURTEOUS SERVICE

TELEPHONE ANSWERING SERVICE

PHYSICIANS' & SURGEONS' EXCHANGE

MRS. IRENE RATLIFF

The Only 24 Hour Answering Service

In Redwood City

BUSINESS and PROFESSIONAL

EMerson 8-3301

EMerson 8-3381

LYtell 3-8997

1260 Marshall St.

Redwood City

Evans TV Service

RADIO and TV PARTS

3010 MIDDLEFIELD ROAD

9 A. M. to 9 P. M.

EM erson 8-7165

Redwood City

Tele-Mart Music Center



1501 LAUREL

The Peninsula's Largest Display
of Stereo, Hi-Fi and TV

FEATURING

MAGNAVOX • RCA
MOTOROLA • PILOT

LY tell 3-6430



SAN CARLOS

TRUCK SALES

USED TRUCKS

SALES — LEASING — RENTALS



BAY AREA TRUCK SALES

A. H. "Al" Depew
W. H. "Wally" Linck

3696 HAVEN AVENUE
Tel. EM erson 9-5509

Don't Use an Old Directory!

One Address taken from an old Directory may send you miles out of the way and waste a whole day's time. You take pride in keeping a fresh stock of merchandise on your shelves—

Why not avail yourself of fresh information for your daily use?

Why give away your
present
Living Room Suite



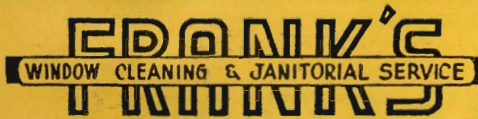
Your Present Set
Restyled & Modernized
LARGE SELECTION OF FABRICS
NEW FURNITURE
TO ORDER

ACE BEDDING & UPHOLSTERING CO.

All Work Done In Our Plant

926 EL CAMINO REAL

SAN CARLOS



OFFICE BUILDINGS
BANKS — STORES
SCHOOLS — HOSPITALS
HOMES

RUBBISH HAULING — FLOORS WAXED

ATTENTION CONTRACTORS

We Clean Your New Buildings

Free Estimates — Contracts by Day or Month

2803 El Camino Real

Tel. EM erson 6-2877

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.*

DIRECTORY SYMBOLS AND DESIGNATIONS

HOUSEHOLDERS SECTION

OAKWOOD PL (North Brunswick Twp) —
From Clermont av south, 1 east of

Jerome pl
50 Vignante Carmelo C 4
8 Wrd Wm H 2
1 Condito Jos 3
1 Condito Frank J 4
12 Daly John V 2
14 DeMaria Pasquale 3
16 Sandstedt John W 2
17 Friday Nicholas 2
17 Thomas Bernard G H 2
19 Brown Harris W 2
21 Chish John 2
22 Grossky Steph 2
23 Mandel Saml 3
25 Guimenary Michl 3
Glenridge av Intersects
North Brunswick Twp)

TELEPHONE SUBSCRIBER

HOME OWNER

ALPHABETICAL SECTION

"Lincoln (Telegraph-Cherry Hill Service) 26244 Pennie (Dearborn Twp)
Dykas John A (John's Barber Shop) 9186 Steele (Det)
Dyke Chas driver Dearborn Coach r200 Inkster rd
"Harry (Peggy) tool mkr Ford h6413 Bingham
"Saml jr (Maxine M) dept supt Ford h6453 Hartweg
Wm (Helen) (formn) Ford h6244 Williams
"Danl prtn mkr Ford r6811 Bingham
"John emp Ford h6811 Bingham
Dyment Percy (Alice E) real est 15400 Warren av h7431 Manor
Dymmel Nelson H (Vivian) drftsman Continental Motors h3434 Harding
Dymock Jas (club) Ford h6143 Mead

"r"—RESIDENT
"h"—HOUSEHOLDER
WIFE'S NAME
OCCUPATION
EMPLOYER

IN ADDITION to names and addresses, your City Directory contains much detailed information concerning the people of your community. In order to list this information certain symbols and designations have been developed which enable important statistics to be compressed into the smallest possible space. You will receive far greater benefits from your City Directory if you familiarize yourself with the symbols and what they stand for.

In checking credit applications, in conducting direct mail advertising programs, in planning sales campaigns, in building prospect lines, and in scores of other ways your City Directory will prove of invaluable assistance.

KNOW YOUR DIRECTORY SYMBOLS