



S & M MOTORS - Complete Repairs

Tel. JUno 8-3762
Lomita Park
601 El Camino Real



Real Estate
Rentals

JU. 3-0514
LOCAL REALTY
445 SAN MATEO AV.

Insurance
Loans

Property Management - Notary Public

445 San Mateo Ave, San Bruno | 1499 El Camino Real, Millbrae
Tels. JUno 3-0514 and 8-0869 | Tel. JUno 8-0129

CASH FOR YOUR HOME IN 24 HOURS

San Bruno Body Shop

Complete Automotive Paint and Body Work

ALL WORK GUARANTEED

Phone JUno 8-4925

840 San Mateo Avenue

San Bruno, Calif.

BRENTWOOD SHEET METAL CO.

HEATING and VENTILATING

(GEO. ESCOBEDO)

215 Kenwood Way

Tel. JUno 3-1658

South San Francisco

In SAN BRUNO It's

4
Hour
Service



4
Hour
Service

"Finer Cleaning by Master Cleaners"—In Our Own Modern Plant

462 San Mateo Ave.

San Bruno

Tel. JUno 8-7202

H. K. "DOC" COLLINS

LICENSED CONTRACTOR

FULLY INSURED

Painting - Decorating - Paperhanging

400 Chapman Ave.

San Bruno, Calif.

Phone JUno 8-3917

JOSEPH N. MANGIN, Jr.

Realtor



PENINSULA PROPERTIES

Since 1920



Business Opportunities
Real Estate -- Insurance



Telephone OXford 7-2820

231 El Camino Real

Millbrae



ON ALL TYPES

- Business Cards
- Letterheads
- Business Forms
- Snapshots
- Mailings
- Booklets
- Brochures

A Complete Printing Service to Meet All Your Needs

"As Close as Your Phone"

JUno 8-4505

A NEWSPAPER FOR . . .

ADVERTISER'S RESULTS

COMPLETE COVERAGE . . .

San Bruno ● Millbrae ● Lomita Park
Brentwood Areas (S.S.F.)

San Bruno Herald and Recorder Shopping News

Published Every Thursday in San Bruno

WALTER C. TAYLOR, Publisher

POLK'S SAN BRUNO

(SAN MATEO COUNTY, CALIF.)

CITY DIRECTORY

1953

Including Lomita Park, Baden Tract, Brentwood, Buri Buri,
Country Club Park, Francisco Terrace and Southwood

Containing an Alphabetical Directory of Business Concerns and Private
Citizens, a Directory of Householders, Occupants of Office Buildings
and Other Business Places, Including a Complete Street and
Avenue Guide, a Numerical Telephone Directory,
and Much Information of a Miscellaneous
Character; also a

BUYERS' GUIDE

And a Complete

Classified Business Directory

FOR DETAILED CONTENTS SEE GENERAL INDEX

Sold on Subscription



R. L. Polk & Co. of California
PUBLISHERS

604 Mission Street, San Francisco, Calif.

DIRECTORY LIBRARY FOR FREE USE OF PUBLIC AT
SAN BRUNO CHAMBER OF COMMERCE

Member Association of North American Directory Publishers

GENERAL INDEX

	Page
Abbreviations	16
Alphabetical List of Names	17
Apartment Buildings	442
Auto Courts	442
Banks	445
Buildings—Office and Public	446
Buyers' Guide	preceding Classified
Cemeteries	447
Churches	447
City Government	244
Classified Business Directory	441
Clubs	449
Fire Department	244
Halls	455
Hospitals and Dispensaries	455
Libraries	458
Newspapers	460
Organizations	460
Parks and Playgrounds	462
Police Department	244
Post Office	285
Railroads	465
Schools—Parochial	468
Schools—Public	468
Street and Avenue Guide	309
United States Government	285

INDEX TO ADVERTISERS

(Page numbers below refer to Buyers' Guide Section)

	Page
A & S Plumbing	21
Acme Iron Works	16
Advance-Star The	right top lines and 17
Aetna Roof Service & Tile Co	right top lines and 27
American Carpet Cleaners	left top lines and 5
Artercraft Furniture Co	12
Bailey Printing Service	21
Bergesen Electric	9
Bradley & Daland	right top lines and 3
Brentwood Sheet Metal Co	front cover and 28
California Pacific Title Insurance Company	left top lines and 30
Camera Hospital The	20
Capuchino Realty	26
Collins Herman K "Doc"	front cover and 19
Decker Oroville	23
Dependable Sewing Machine & Typewriter Service	27
Dills Wilson	14 and 23
El Camino Creamery	front edge and 8
El Camino Moving Service	left top lines and 16
Evarts Palmer H	right top lines and 14
Farmers Insurance Group	right top lines and 15
Flowers by Silvestri	11
Golden Gate Flower Shop	back cover and 10
Jacopi Leo A	back cover, left top lines and 2
Kirkpatrick's	13
Local Realty	front cover, 15 and 24
Man The	left top lines and 6
Mangin Jos N Jr	A
McGuffin Lyman E	24
My Cleaners	front cover and 6
Radio-TV Workshop	left top lines and 29
Rhoads Hardware Co	13
Ross Department Store	9
Ryan Realty Co	25
S & M Motors	front cover and 5
San Bruno Body Shop	front cover and 4
San Bruno Herald	B
San Bruno Progress	22
San Bruno Realty Co	right top lines and 14
Sanders Realty Co	left top lines and 25
San Mateo County Title Co	30
San Mateo Times	right top lines and 18
Shopper Press The	right top lines and 22
Staggs The—Photographer	20
Town & Country Realty	26
Turner Motors	right top lines and 3
Williams and Burrows Inc	7
Williams G W Co	26
Zicke Anthony	29

INTRODUCTION

R. L. POLK & CO. of CALIFORNIA, publishers of the San Bruno City Directory, as well as more than 750 other city, county, state and national Directories, present to subscribers and the general public this, the 1953 edition of the San Bruno City Directory which also includes Lomita Park.

Confidence is the growth of San Bruno's wealth, industry and population, and in the advancement of its municipal and social activities, will be created as sections of this Directory are consulted, for the Directory is a mirror truly reflecting San Bruno to the world.

The enviable place occupied by R. L. Polk & Co.'s Directories in offices, stores, libraries and homes throughout the country, has been established by rendering the best in Directory service. With an unrivaled organization, having the courteous and hearty cooperation of the business and professional men and residents, the publishers feel that the result of their labors will meet with the approval of every user, and that the San Bruno City Directory will fulfill its mission as a source of authentic information pertaining to the city.

Five Major Departments

The several essential departments are arranged in the following order:

THE ALPHABETICAL LIST OF NAMES of residents and business and professional concerns is included in pages 17 to 308, on white paper. This is the only record in existence that aims to show the name, marital status, occupation and address of each adult resident of San Bruno and vicinity, and the name, official personnel, nature and address of each firm and corporation.

THE DIRECTORY OF HOUSEHOLDERS, INCLUDING STREET AND AVENUE GUIDE, covers pages 309 to 406, on pink paper. In this section the numbered streets are arranged in numerical order, followed by the named streets in alphabetical order; the numbers of the residences and business concerns are arranged in numerical order under the name of each street, and the names of the householders and concerns are placed opposite the numbers. The names of the intersecting streets appear at their respective crossing points on each street. Special feature of this section is the designation of tenant-owned homes. A new feature is the listing of telephone numbers.

THE BUYERS' GUIDE, preceding the Classified and separately paged from 1 to 32, on goldenrod paper, contains the advertisements of leading manufacturing, business and professional interests of San Bruno. The advertisements are indexed under headings descriptive of the business represented. This is reference advertising at its best and, as such, merits a survey by all buyers anxious to familiarize them-

selves with sources of supply. In ambitious and progressive communities like San Bruno the necessity of having this kind of information immediately available is obvious. General appreciation of this fact is evidenced by the many reference users of this City Directory service.

THE CLASSIFIED BUSINESS DIRECTORY is included in pages 441 to 471, on canary paper. This department lists the various manufacturing, mercantile and professional interests of San Bruno in alphabetical order under appropriate headings. This feature constitutes an invaluable and indispensable catalog of the numerous interests of the community. The Directory is the common intermediary between buyer and seller. As such it plays no small part in the daily activities of the commercial and professional world. More goods are bought and sold through the Classified Business Directory than through any other medium.

THE NUMERICAL TELEPHONE DIRECTORY for San Bruno appears opposite page 472, on blue paper.

Municipal Publicity

The Directory reflects the achievements and ambitions of the city, depicting in truthful terms what it has to offer as a place of residence, as a business location, as an industrial site and as an educational center. To broadcast this information, the publishers have placed copies of this issue of the Directory in Directory Libraries, where they are readily available for free public reference and serve as perpetual and reliable advertisements of San Bruno, for business men, everywhere, realize that the City Directory represents a community as it really is.

Directory Library

Through the courtesy of the publishers of the San Bruno City Directory, a Directory Library is maintained at the San Bruno Chamber of Commerce for free reference by the general public. This library is one of the system of more than 600 installed and operated in the chief cities of the United States and Canada, under the supervision of the Association of North American Directory Publishers, of which R. L. Polk & Co. of California is a member.

The publishers appreciatively acknowledge the recognition by those progressive business and professional men who have demonstrated their confidence in the City Directory as an advertising medium, with assurance that it will bring a commensurate return.

R. L. POLK & CO. OF CALIFORNIA,
Publishers

SAN BRUNO

"Friendliest Spot on the King's Highway"

STATISTICAL REVIEW

(Courtesy Chamber of Commerce)

Form of Government—Council-Manager. 5 Councilmen, one of whom is chosen Mayor. Incorporated in 1914. City Planning Commission.

Population—1939— 6,519
1944—11,000
1953—16,600

Registered Voters—7,528

Location—San Bruno is fourteen miles south of San Francisco. County Seat located in Redwood City, twelve miles south of San Bruno.

Area—1,715 acres.

Total Street Mileage—36½ miles.

Altitude—Fifty feet above sea level.

Climate—Average about 65 degrees. 1953 average summer daytime temperature 75 degrees. 1953 average winter daytime temperature—50 degrees. Average rainfall—16.81.

Assessed Valuation—\$18,400,000.00.

Tax Rate—\$1.65 per \$100 for city and \$4.654 per \$100 for county, assessed valuation.

Bonded Indebtedness—\$293,000.00.

Building and Construction—Value of Building Permits—
1939—\$2,000,000.
1944— 1,200,000.
1953— 2,088,250.

Financial—Two Banks—American Trust Co. and Bank of America.

Principal Manufacturers and their Products—Acme Iron Works, ornamental iron; H. S. Crocker Co., stationers and lithographers; Eitel-McCullough, Inc., radio tubes; Marelich Mfg. Co., sheet metal products, heating and ventilating; Sunmaster Products Co., venetian blinds; Regan Mfg. Corp., musical instruments.

Post Office Receipts—
1940—\$ 19,857.62.
1945— 208,054.30.
1949— 108,541.46.
1953— 160,908.12.

Telephones in Service—Juno 8 and 3 Exchanges—15,482.

Newspapers—Two weekly newspapers and two shoppers.

Motels—Two.

Transportation—Southern Pacific Railroad, Pacific Greyhound Bus Lines, local taxi service and local bus lines.

- Airport**—San Francisco International Airport located one mile east of San Bruno.
- Parking Areas**—Adequate parking facilities.
- Amusements**—One moving picture theatre, three others within a radius of one mile of San Bruno. Community playgrounds and parks, social halls, clubs and meeting rooms, tennis courts, baseball and softball diamonds and swimming pool for children under twelve.
- Recreation**—23 acres of play areas in park with full time Recreation Director. Youth center under construction, supervised playground. Folk dancing, softball leagues and badminton classes. Community Concert Association providing the best in concert artists.
- Hospitals**—Construction on the North County Hospital under way. This hospital will provide 106 beds which can be expanded to 310 beds. A county hospital is located seven miles south of San Bruno. Within a few miles are two private hospitals.
- Medical Services**—Doctors and surgeons, dentists, optometrists and therapists.
- Churches**—Nine of various denominations.
- Education**—Five elementary schools, one of which is Parochial. Capuchino High School. Parkside Junior High School under construction.
- Libraries**—One with over 20,644 volumes. City owned.
- Civic Organizations**—Approximately 40.
- Facilities**—Child care nursery and well baby clinic.
- Electricity**—Rates first block 40 K. W. H. 4.2¢ per kwh. Service charge 65¢ a month.
- Fire Department**—Adequate fire department assures us of one of the lowest insurance rates on the Peninsula.
- Gas**—Natural gas, first 200 cu. ft. and service charge 90¢ per month. Next 2,300 cu. ft. per 100 cu. ft. 5.54¢ per month.
- Water Service**—City owned. \$1.25 for 1st 500 cubic feet. 15½¢ per hundred for all additional water on 5/8" meter. Minimum service charge.

GENERAL REVIEW

Lieutenant Bruno Hecate, surveyor and naval officer to the King of Spain, reached the range of mountains between San Francisco and the Peninsula in his search for a proper site for the Mission Dolores and the San Francisco Presidio. The officer named the mountains in honor of his patron Saint Bruno. From these mountains north of San Bruno, the city selected its name.

Divided by the historic route of Spanish missionaries and explorers, the El Camino Real, San Bruno lies fourteen miles south of San Francisco. Protected from ocean winds and fog by the Sierra Morena mountain range to the west, flanked by the beautiful inland waters of San Francisco Bay to the east, San Bruno means friendly suburban living to almost seventeen thousand people.

At the turn of the century San Bruno and its environs boasted the "show place estates" of San Francisco's wealthy citizenry. Today, San Bruno is "home" to thousands of middle-income families. Lured by warm summer days and temperate winters . . . San Bruno has an average of 291 sunny days each year . . . and an easy, informal way of life, families have settled in San Bruno at an ever increasing rate. In the past ten years, San Bruno's population has nearly tripled.

While a number of San Brunans are employed in San Bruno, the great majority commute to and from offices and industrial plants in San Francisco. Excellent service provided by trains and buses has brought San Francisco within twenty minutes traveling time from San Bruno.

San Bruno is basically a "family town." Nine churches of various denominations serve its citizens. Staffed by experienced teachers, San Bruno's five elementary schools, one of them Parochial and Capuchino High School provide education for San Bruno children. Taxed to capacity by the upsurge in population, schools now operate to their fullest extent in order to meet educational needs of San Bruno children. Now under construction is the Parkside Junior High School.

1953 marks the completion of San Bruno's new City Hall. Located on El Camino Real, it is an outstanding example of modern architecture and beauty.

Outstanding among the city's attributes is San Bruno City Park. Located in gently rolling hills just west of El Camino Real and within walking distance of most San Bruno homes, City Park is a recreation mecca for children and grownups.

Twenty-three acres of lawn, green shade trees and thick shrubs form about picnic tables, barbecue pits, and children's wading pools. Centered in City Park is a night-lighted baseball and softball diamond. Top-flight tennis courts are provided. A full-time recreation director is present to assist San Bruno children of all ages in games and competitive sports.

The popularity enjoyed by City Park has made it a gathering point for San Bruno's forty civic organizations and city-wide celebrations.

Noteworthy among San Bruno events is the Posy Parade, a floral festival for children. Annually, fifteen hundred children participate in the floral procession. Each year twenty thousand people watch the youngsters march amid lovely floral floats, many of them designed by the children themselves.

For those seeking a variety of outdoor activities, bay waters and the ocean shore provide a year-round boat, surf, and deep-sea fishing. The ocean beaches are popular for outings and swimming. Fresh water lakes are also nearby.

The hills and mountain ranges provide miles of trails for hiking and horseback riding. Several private and municipal golf courses are minutes from downtown San Bruno.

San Bruno's city government provides an efficient fire department, one assuring San Brunans of one of the lowest fire insurance rates on the Peninsula. A well-staffed police force serves the city. Police patrolmen are stationed at all major street crossings for the protection of school children.

Running north and south through the main section of the city is San Mateo Avenue, shopping center for San Bruno families. Every type of business required by a modern, growing city is present in San Bruno.

"Shopping at Home" is a habit with San Bruno families because the quality and price of goods meet the standards established in the metropolitan areas, with the important added advantage of being readily accessible.

Smaller, more compact business areas such as the Mills Park Shopping center also serve new home tracts in the outlying districts of San Bruno.

That section of El Camino Real passing through San Bruno is bordered on either side by nine major automobile dealerships. A number of other business establishments border El Camino Real.

Industry provides year-round employment for thousands in the area. Such companies as the H. S. Crocker Printing Co. and Eitel-McCullough, Inc., one of the world's largest manufacturers of transmitting tubes, are located in San Bruno. Soon to be completed is the new building which will house the western branch of the Providence-Washington Insurance Co.

San Bruno combines the new and the old. Linked to the shadows of Spanish conquerors and to men of God building missions for the heathen as they moved down the King's Highway, El Camino Real, San Bruno's roots are deep in history . . . a history touching the city with human warmth, with tradition and color.

And yet San Bruno's rapid growth is modern and well-planned. It is a friendly city. Its people have discovered the real enjoyments of life within the borders of "their town". San Bruno, "Friendliest Spot on the King's Highway," represents suburban living at its finest!

