

Shaping the *West*

Bill Lane's COMPELLING ACCOUNT OF THE
HARD-WON SUCCESS OF SUNSET MAGAZINE

By Dave Boyce

Bill Lane at a party to celebrate his 90th birthday in 2009 in Portola Valley's new Community Hall.

Photo by Dave Boyce

It's a safe bet that few can now say what these four things have in common: asparagus, the sliding glass door, a wilderness vacation, and teaching teenagers to cook. According to the new book "The Sun Never Sets: Reflections on a Western Life," Sunset magazine introduced and gained acceptance for all this and much more in Western households.

This memoir by the late Bill Lane, the former publisher of Sunset magazine, is published this month by Stanford University Press and co-written with Bert Patenaude, a research fellow at the Hoover Institution and a lecturer at Stanford University.

The book is a tour de force of the many and significant accomplishments of Laurence William Lane Jr. Prominent among them are events from his 44 years

at Sunset magazine and how he and his brother Mel carried the torch lit by their father Larry to transform Sunset into an institution that helped define suburban lifestyles in the post-war American West.

The 200 pages are packed with analysis and anecdotes from a man with a relentless desire to succeed. The headlong pace covers Mr. Lane's 92 years, starting with his early appreciation of ice cream and

his parents' role in the development of the Eskimo Pie. The story takes off in 1928 when the family left their Iowa farm and came to California in a new Packard automobile. In the car with Bill, age 8, were his mother Ruth, his younger brother Mel, his grandmother, and the farm caretaker, who drove the car. On the outside — on the running board and roof — was baggage. The family dog, a German Shepherd named Cleta, came later.

Laurence Lane, Bill's dad, had quit his job as an advertising man for Better Homes and Gardens and was already in San Francisco to complete the purchase of Sunset. His mission: transform it from an Atlantic-Monthly-like literary magazine to a how-to journal covering what were to become the "four wheels" of Sunset's content: gardening, travel, home life and cooking, Mr. Lane writes. A penetrating and perhaps lucky strategy; the Roaring Twenties were still roaring, but the Great Depression was right around the corner.

Tough times for business were, of course, inescapable but — and this will not surprise anyone who knew Bill Lane — optimism and perseverance permeate the book. In Mr. Lane's telling, those qualities also fit his brother, father and mother. The memoir is one man's inside story of a family wrestling success from difficult circumstances, with a leg up from his parents' effort when

he and Mel took over the business. Over the decades, with notable pauses for military service and foreign service in Japan and Australia, Mr. Lane says he applied the lessons of his experience widely — to publishing, to environmental advocacy and to philanthropy.

At one point, he addresses his upbeat attitude: "Over the

years, in any activity I've been involved in with my children, I've heard them say, 'Dad, you're always looking at the bright side,' because I'm always saying that out of adversity almost inevitably comes opportunity."

Mr. Lane developed deep roots on the Peninsula. He went to elementary school in Burlingame, high school in Palo Alto, college at Stanford University (and Pomona College), and was instrumental in incorporating Portola Valley in 1964.



Jean and Bill Lane in 2006.

With his wife Jean, the couple had three children. He also took much pride and joy in playing Santa Claus at Christmas at Sunset and later at the Ladera shopping center. Mr. Lane died July 31, 2010, at Stanford Hospital.

In addition to being Portola Valley's first mayor and a member of its first Town Council, Mr. Lane served as U.S. ambassador to Australia and Nauru, and U.S. ambassador-at-large to Japan. While at Sunset, he orchestrated a shift toward environmental advocacy in the world as well as at home; after the 1990 sale of the magazine for \$225 million in stock and cash, he became a busy philanthropist.

The book mentions many notable friends, acquaintances and officials instrumental to Mr. Lane's accomplishments, including President Lyndon Johnson and his successors up to and including Bill Clinton, key members of the administrations of those presidents, California Gov. Pat Brown and several

Continued on next page



Bill Lane at the entrance to the Menlo Park headquarters of Sunset in 1989. On the right is the cover of the February 1929 issue of Sunset magazine, one of the first under Lane family ownership. (Cover reprinted by permission of Sunset Publishing Inc.)



Continued from previous page

of his successors, environmental pioneers David Brower and Martin Litton, members of Congress, and others.

It was President Ronald Reagan who appointed Mr. Lane as U.S. ambassador to Australia and the island nation of Nauru in 1986.

Door-to-door

Such acquaintances were decades away in 1928, when Bill Jr. and Mel were in elementary school and sold Sunset door-to-door on one Saturday morning a month. Mr. Lane writes that he saw “husbands and wives both grabbing for the magazine. I saw firsthand, flesh and blood, how Sunset was a tool — not just a leisure pastime but a tool that was used to help these people in their lives.”

“I think as a family we were all committed to making Sunset successful, and we were keenly aware of the seriousness of the Depression and the dire conditions that existed,” he writes. “If you look back at the early Lane Sunset, you see that the underlying editorial message has to do with courage and fortitude and looking on the bright side of things.”

Sunset became a family institution, according to this account. Sunset brought to the Western dinner table asparagus, artichokes, eggplants and avocados, as well as mango, papaya, kiwi and sourdough bread, he writes. Sunset sponsored home design



At Sunset headquarters in Menlo Park in 1985 are Joan and Mel Lane, left, and Jean and Bill Lane. They are standing in front of a painting of Laurence and Ruth Lane, the father and mother of Bill and Mel.

competitions, and advocated for solar energy, the backyard barbecue, and teaching teenagers to cook. Sliding doors, skylights and other means of “erasing the line between indoors and out” were big, as were homes with hot tubs, eat-in kitchens and kitchen gardens.

Sunset’s initial target audience was a particular demographic along the Pacific Coast. Mr.

Lane quotes a letter from his dad inviting two Midwest editors to come west and collaborate: “Certainly in these states there is an abundance of money, motor cars, country homes and desire and ability to have the best of everything,” he writes. “Strange as it may seem with this condition, we find among the people of the Coast a surprising spirit of friendliness and good fellowship with almost an utter lack of snobbishness.

“While the contents of the magazine should be aimed at families with no less than \$5,000 income (\$67,900 today, adjusted for inflation), it should not be afraid to address families enjoying income as high as \$30,000 (\$400,300 today),” the letter continued. “I can’t help but feel that we can make Sunset a ‘mass’ magazine in point of coverage and at the same time, a ‘class’ magazine in point of editorial contents and appearance.” And, Bill Lane adds, “in fact this is exactly what Dad and his staff would achieve.”

Editorial priorities carried over into advertising. Privately held and with enviable circulation numbers, Sunset could pick and choose — a tradition that continued after the Lane sons took over. No to beer ads, to tobacco ads, to pesticide ads (some years after publication of Rachel Carson’s “Silent Spring”) and to the National Rifle Association. Staff had approved an ad campaign to soften the NRA’s image in the 1980s, but Mr. Lane vetoed it. “Not on your life will we accept that,” he recalls saying. “I just didn’t believe in what the NRA was doing in undermining

the control of handguns.”

He says he tried to instill in editors the idea that Sunset reflected public behavior, not private. “We were creating an image there, and it had nothing to do with whether we ourselves drank or smoked or hunted,” he writes. “The image of the magazine had to reflect what you would expect of your minister, regardless of what his personal habits were. ... For example, presumably you trust your garage mechanic as a mechanic, to get the job done on your car. You really don’t care whether he’s sleeping around or not.”

Advocate for nature

As a young man, Mr. Lane slept in the mountains, a place he would return to throughout his life. At 15, he got a job as a handyman with a pack-mule outfit that worked for the U.S. Forest Service. Many times, he says, he led eight-mule pack trains carrying milk cans full of baby fish to stock mountain lakes, with no one for company but the mules. At night, the cans had to be unloaded and set down in streams to aerate the water inside and keep the fish alive, then repacked on the mules in the morning, and rocked back and forth at trail stops during the day.

Naturalist John Muir, the champion of preserving Yosemite Valley, was a hero to Mr. Lane, and environmental advocacy eventually came to Sunset.

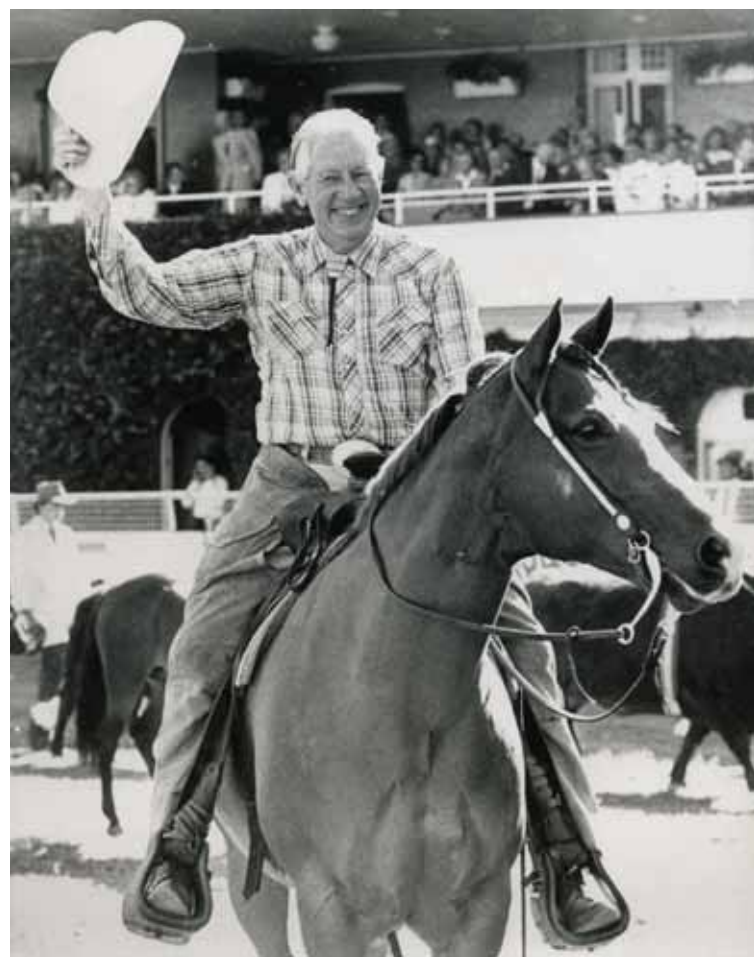
“We became very opinionated, but always the opinion was based on an emphasis in the article to get the reader to visit the place,” Mr. Lane writes. And, not forgetting the magazine’s focus, “our credo (was) that effective environmental awareness begins at home.”

After the oil price shock of the late 1970s, the magazine cut back on stories about wilderness travel and new homes and shifted to remodeling and garden clubs — and water conservation, including the smart use of water and drought- and fire-resistant plants. Sunset collaborated with Pacific Gas & Electric Corp. to build solar panels at the Menlo Park headquarters building.

“We are excited about the future but concerned that we stay down to earth and useful,” he says he wrote in a 1978 editorial. “Perhaps the biggest challenge for all of us will be to shift from a habit of plenty to a discipline of limits.”

“The Sun Never Sets: Reflections on a Western Life,” by L.W. Bill Lane Jr., with Bertrand M. Patenaude, and with an introduction by California historian Kevin Starr. 200 pages, 75 illustrations. ISBN: 9780804785112. Trade paperback, \$27.95, available online through Stanford University Press (sup.org), Kepler’s Books and Magazines in Menlo Park, and online.

■ Visit tinyurl.com/Bill-Lane-book



Bill Lane at the Royal Agriculture Society Easter Show in Sydney in 1989, when he was ambassador to Australia and the island nation of Nauru.



Bill Lane with Ronald Reagan in 1969, when Mr. Reagan was governor of California. Mr. Reagan appointed Mr. Lane ambassador to Australia and Nauru in 1986.

About the cover: Bill Lane at the Sunset magazine fountain in 1972.



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Michael's sales team includes Summer Brill and Noelle Queen

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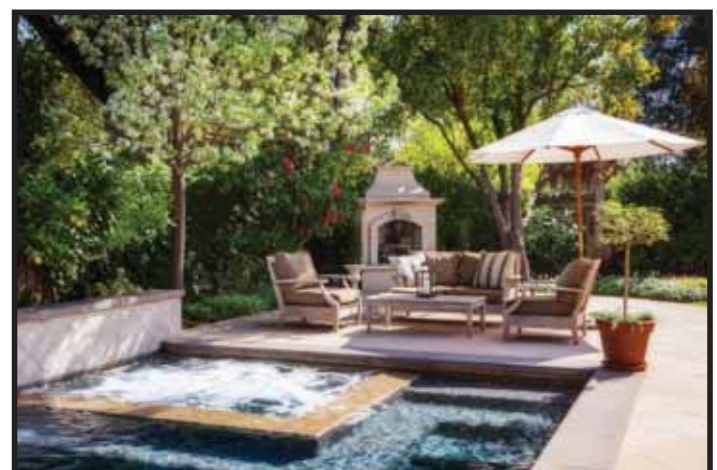
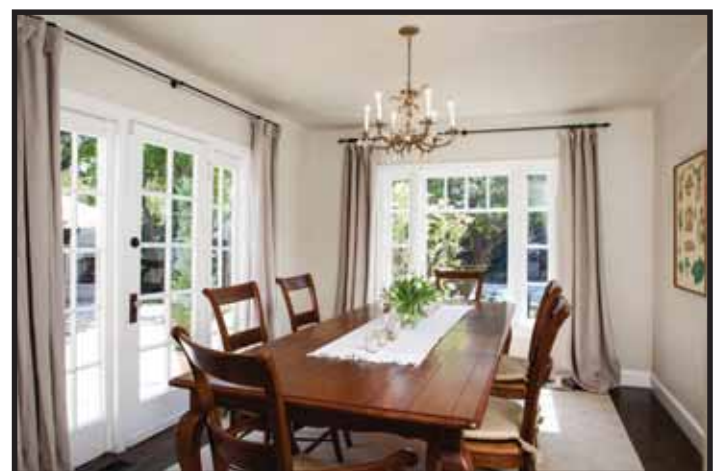
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995 Fictitious Name Statement

MEADOW BELLES FARM FICTITIOUS BUSINESS NAME STATEMENT
File No.: 254758
The following Person(s) is (are) doing business as:
Meadow Belles Farm, located at 175 Meadowood Dr., Portola Valley, CA 94028, San Mateo County.
Is (Are) hereby registered by the following owner(s):
NANCY KRUBERG
175 Meadowood Dr.
Portola Valley, CA 94028
This business is conducted by: An Individual.
The registrant commenced to transact business under the fictitious business name(s) listed herein on N/A.
This statement was filed with the County Clerk-Recorder of San Mateo County on March 6, 2013.
(ALM Mar. 20, 27, Apr. 3, 10, 2013)

SECURE-AIR FICTITIOUS BUSINESS NAME STATEMENT
File No.: 254841
The following Person(s) is (are) doing business as:
Secure-Air, located at 230 Old Spanish Trail, Portola Valley, CA 94028, San Mateo County.
Is (Are) hereby registered by the following owner(s):
ALLEN INHELDER
230 Old Spanish Trail
Portola Valley, CA 94028
ELAINE STARRETT
230 Old Spanish Trail
Portola Valley, CA 94028
This business is conducted by: A General Partnership.
The registrant commenced to transact business under the fictitious business name(s) listed herein on 03/11/2013.
This statement was filed with the County Clerk-Recorder of San Mateo County on March 11, 2013.
(ALM Mar. 20, 27, Apr. 3, 10, 2013)

File No. 254813
FICTITIOUS BUSINESS NAME STATEMENT
The following person(s) is (are) doing business as: Boost
Located at:
Business Address: 850 Hansen Way City, State, Zip, County: Palo Alto, CA 94304, Santa Clara
Is (are) hereby registered by the following owner(s):
Name: Mercedes-Benz Research & Development North America, Inc.
City: Palo Alto
State: CA
Zip Code: 94304
This business is conducted by: a corporation.
Corporation/LLC: Yes
Organization: DE
LLC:
The registrant commenced to transact business under the FBN or names on "I declare that all information in this statement is true" (A registrant who declares as true information which he or she know to be false is guilty of a crime.)
Signature of Registrant: Johann Jungwirth
Print Name: Johann Jungwirth, CEO & President
Signature MUST be that of an appropriate person, i.e. the individual, one of the general partners, a trustee or, if a corporation, by an officer (title must be included).
A fictitious business name statement expires five years from the date it was filed in the office of the County Clerk. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law.
This statement was filed with Mark Church, Assessor-County Clerk-Recorder, San Mateo County on March 8, 2013.
MARCK CHURCH, COUNTY CLERK BY: ANSHU NAND, Deputy Clerk (ALM Mar. 20, 27, Apr. 3, 10, 2013)

File No. 254813
FICTITIOUS BUSINESS NAME STATEMENT
The following person(s) is (are) doing business as: Boost
Located at:
Business Address: 850 Hansen Way City, State, Zip, County: Palo Alto, CA 94304, Santa Clara
Is (are) hereby registered by the following owner(s):
Name: Mercedes-Benz Research & Development North America, Inc.
City: Palo Alto
State: CA
Zip Code: 94304
This business is conducted by: a corporation.
Corporation/LLC: Yes
Organization: DE
LLC:
The registrant commenced to transact business under the FBN or names on "I declare that all information in this statement is true" (A registrant who declares as true information which he or she know to be false is guilty of a crime.)
Signature of Registrant: Johann Jungwirth
Print Name: Johann Jungwirth, CEO & President
Signature MUST be that of an appropriate person, i.e. the individual, one of the general partners, a trustee or, if a corporation, by an officer (title must be included).
A fictitious business name statement expires five years from the date it was filed in the office of the County Clerk. The filing of this statement does not of itself authorize the use in this state of a fictitious business name in violation of the rights of another under federal, state, or common law.
This statement was filed with Mark Church, Assessor-County Clerk-Recorder, San Mateo County on March 8, 2013.
MARCK CHURCH, COUNTY CLERK BY: ANSHU NAND, Deputy Clerk (ALM Mar. 20, 27, Apr. 3, 10, 2013)

File No.: 254681
The following Person(s) is (are) doing business as:
Babette Shennan, located at 75 Kilroy Way, Atherton, CA, 94027, San Mateo County.
Is (Are) hereby registered by the following owner(s):
Elizabeth Shennan
75 Kilroy Way
Atherton, CA 94027-5405
This business is conducted by: An Individual.
The registrant commenced to transact business under the fictitious business name(s) listed herein on 12/01/2011.

File No.: 254681
The following Person(s) is (are) doing business as:
Babette Shennan, located at 75 Kilroy Way, Atherton, CA, 94027, San Mateo County.
Is (Are) hereby registered by the following owner(s):
Elizabeth Shennan
75 Kilroy Way
Atherton, CA 94027-5405
This business is conducted by: An Individual.
The registrant commenced to transact business under the fictitious business name(s) listed herein on 12/01/2011.

This statement was filed with the County Clerk-Recorder of San Mateo County on March 1, 2013
(ALM Mar. 20, 27, Apr. 3, 10, 2013)

CODEX TRANSLATION SERVICES FICTITIOUS BUSINESS NAME STATEMENT
File No.: 254746
The following Person(s) is (are) doing business as:
Codex Translation Services, located at 885 Oak Grove Avenue, Suite 102 #6, Menlo Park, CA 94025-4400, San Mateo County; Mail Address: P.O. Box 1272, Menlo Park, California, 94026-1272.
Is (Are) hereby registered by the following owner(s):
LILLIAN VALDES
1820 Santa Cruz Avenue
Menlo Park, CA 94025-6137
This business is conducted by: An Individual.
The registrant commenced to transact business under the fictitious business name(s) listed herein on 05/07/2003.
This statement was filed with the County Clerk-Recorder of San Mateo County on March 5, 2013.
(ALM Mar. 27, Apr. 3, 10, 17, 2013)

WOODSHED EDITORS FICTITIOUS BUSINESS NAME STATEMENT
File No.: 254939
The following Person(s) is (are) doing business as:
Woodshed Editors, located at 60 Callie Lane, Menlo Park, CA 94025, San Mateo County.
Is (Are) hereby registered by the following owner(s):
EMILY ROBINSON
60 Callie Lane
Menlo Park, CA 94025
This business is conducted by: An Individual.
The registrant commenced to transact business under the fictitious business name(s) listed herein on 01/01/2013.
This statement was filed with the County Clerk-Recorder of San Mateo County on March 15, 2013.
(ALM Mar. 27, Apr. 3, 10, 17, 2013)

FREE WESLEYAN CHURCH TONGAN-AMERICAN FICTITIOUS BUSINESS NAME STATEMENT
File No.: 255028
The following person (persons) is (are) doing business as: Free Wesleyan Church Tongan-American, located at 2493 Pulgas Ave., East Palo Alto, CA 94303, San Mateo County. Registered owner(s):
FREE WESLEYAN CHURCH TONGAN-AMERICAN
2943 Pulgas Ave.
East Palo Alto, CA 94303
This business is conducted by: a Corporation.
The registrant commenced to transact business under the fictitious business name(s) listed above on N/A.
This statement was filed with the County Clerk-Recorder of San Mateo County on March 20, 2013.
(ALM Mar. 27, Apr. 3, 10, 17, 2013)

SARA'S MASSAGE THERAPY FICTITIOUS BUSINESS NAME STATEMENT
File No.: 255011
The following person(s) is (are) doing business as:
Sara's Massage Therapy, located at 1285 Bay Laurel Drive, Menlo Park, CA 94025, San Mateo County.
Is (are) hereby registered by the following owner(s):
SARA GREGORY LEWIS
1285 Bay Laurel Drive
Menlo Park, CA 94025
This business is conducted by: An Individual.
The Registrant commence to transact business under the FBN or names on N/A.
This statement was filed with the County Clerk-Recorder of San Mateo County on March 19, 2013.
(ALM Mar. 27, Apr. 3, 10, 17, 2013)

PERCEPTA GROUP LLC FICTITIOUS BUSINESS NAME STATEMENT
File No.: 255082
The following Person(s) is (are) doing business as:
Percepta Group LLC, located at 1621 Virginia Ave., Redwood City, CA 94061, San Mateo County.
Is (Are) hereby registered by the following owner(s):
PERCEPTA GROUP LLC
1621 Virginia Ave.
Redwood City, CA 94061
This business is conducted by: Limited Liability Company.
The registrant commenced to transact business under the fictitious business name(s) listed herein on 04/01/2013.
This statement was filed with the County Clerk-Recorder of San Mateo County on March 21, 2013.
(ALM Mar. 27, Apr. 3, 10, 17, 2013)

ANA'S PARTY STORE FICTITIOUS BUSINESS NAME STATEMENT
File No.: 254921
The following person (persons) is (are) doing business as:
Ana's Party Store, located at 910 Newbridge St., East Palo Alto, CA 94303, San Mateo County.
Registered owner(s):
ANA M. CARRANZA
576 Sacramento St.
East Palo Alto, CA 94303
This business is conducted by: An Individual.
The registrant commenced to transact business under the fictitious business name(s) listed herein on N/A.

BAY AREA DENTAL OFFICE FICTITIOUS BUSINESS NAME STATEMENT
File No.: 255029
The following Person(s) is (are) doing business as:
Bay Area Dental Office, located at 29 Birch St., Suite 3, Redwood City, California, 94062, San Mateo County.
Is (Are) hereby registered by the following owner(s):
WILLIAM MEZA, DDS A DENTAL CORPORATION
29 Birch St., Suite 3
Redwood City, CA 94062-1430
This business is conducted by: A Corporation.
The registrant commenced to transact business under the fictitious business name(s) listed herein on 11/25/2013.
This statement was filed with the County Clerk-Recorder of San Mateo County on March 20, 2013.
(ALM Mar. 27, Apr. 3, 10, 17, 2013)

PIP PRINTING POSTAL INSTANT PRESS FICTITIOUS BUSINESS NAME STATEMENT
File No.: 254861
The following person (persons) is (are) doing business as:
1.) PIP Printing, 2.) Postal Instant Press, located at 220 California Dr., Burlingame, CA 94010, San Mateo County; Mailing address: P.O. Box 7023, Burlingame, CA 94011.
Registered owner(s):
BIANLOU GROUP INC.
220 California Dr.
Burlingame, CA 94010
This business is conducted by: A Corporation.
The registrant commenced to transact business under the fictitious business name(s) listed herein on N/A.
This statement was filed with the County Clerk-Recorder of San Mateo County on March 12, 2013.
(ALM Apr. 3, 10, 17, 24, 2013)

EPRINTS IMAGING.COM FICTITIOUS BUSINESS NAME STATEMENT
File No.: 254860
The following person (persons) is (are) doing business as:
ePrints Imaging.com, located at 2915 Ralston Ave., Hillsborough, CA 94010, San Mateo County; Mailing address: P.O. Box 7023 Burlingame, CA 94011.
Registered owner(s):
ePrints Imaging, LLC
2915 Ralston Ave.
Hillsborough, CA 94010
California
This business is conducted by: A Limited Liability Company.
The registrant commenced to transact business under the fictitious business name(s) listed herein on N/A.
This statement was filed with the County Clerk-Recorder of San Mateo County on March 12, 2013.
(ALM Apr. 3, 10, 17, 24, 2013)

ERIN MAC JEWELRY FICTITIOUS BUSINESS NAME STATEMENT
File No.: 254906
The following Person(s) is (are) doing business as:
Erin Mac Jewelry, located at 325 Sharon Park Drive, Suite D6, Menlo Park, CA 94025, USA, San Mateo County.
Is (Are) hereby registered by the following owner(s):
ERIN MACGERAGHTY
325 Sharon Park Drive, Suite D6
Menlo Park, CA 94025
This business is conducted by: A Corporation.
The registrant commenced to transact business under the fictitious business name(s) listed herein on N/A.
This statement was filed with the County Clerk-Recorder of San Mateo County on March 14, 2013.
(ALM Apr. 3, 10, 17, 24, 2013)

ANA'S PARTY STORE FICTITIOUS BUSINESS NAME STATEMENT
File No.: 254921
The following person (persons) is (are) doing business as:
Ana's Party Store, located at 910 Newbridge St., East Palo Alto, CA 94303, San Mateo County.
Registered owner(s):
ANA M. CARRANZA
576 Sacramento St.
East Palo Alto, CA 94303
This business is conducted by: An Individual.
The registrant commenced to transact business under the fictitious business name(s) listed herein on N/A.

Public Notices
continued on Page 43

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INDEX

- **BULLETIN BOARD**
100-199
- **FOR SALE**
200-299
- **KIDS STUFF**
330-399
- **MIND & BODY**
400-499
- **JOBS**
500-599
- **BUSINESS SERVICES**
600-699
- **HOME SERVICES**
700-799
- **FOR RENT/ FOR SALE REAL ESTATE**
800-899
- **PUBLIC/LEGAL NOTICES**
995-997

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fogster.com is a unique website offering **FREE** postings from communities throughout the Bay Area and an opportunity for your ad to appear in the Palo Alto Weekly, The Almanac and the Mountain View Voice.

Bulletin Board

115 Announcements



Free Earth Day Celebration
For parents and kids ages 2-4
Saturday, April 20th 11:00-12:00

- Visit with our live turtle, tarantula, and tropical toads
- Paint a butterfly
- Listen to a nature-themed story
- Explore our beautiful outdoor classroom and gardens
- Plant a seed to take home

RSVP: info@LAPP.coop
www.lapp.coop

Free Summer Math Courses
Match Your Key Singles Party
Piano, math, SAT tutors and more
Restaurants with Heart
Spring Dance Classes (3-6yrs)
Spring Down Open Horse Show
Stanford Introduction to Opera
Stanford music tutoring
substitute pianist
Summer Dance Camps & Classes

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Bar and Bat Mitzvah
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133 Music Lessons

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www.HopeStreetMusicStudios.com

Jazz & Pop Piano Lessons
Learn how to build chords and improvise. Bill Susman, M.A., Stanford. (650)906-7529

Voice Lessons

135 Group Activities

Thanks to St Jude

145 Non-Profits Needs

DONATE BOOKS/HELP PA LIBRARY
KidsConnect, non-profit tutoring

WISH LIST FRIENDS PA LIBRARY

150 Volunteers
Fosterers Needed for Moffet Cats
FRIENDS OF THE PALO ALTO LIBRARY
KidsConnect- non-profit tutoring

For Sale

202 Vehicles Wanted
Donate Your Car : Fast, Free
24 hr. Response - Tax Deduction.
United Breast Cancer Foundation.
Providing Free Mammograms &
Breast Cancer Info 888-792-1675
(Cal-SCAN)

Donate Your Car, Truck, Boat
to Heritage for the Blind. Free 3 day vacation, Tax deductible, free towing, all paperwork taken care of. 888-902-6851. (Cal-SCAN)

210 Garage/Estate Sales

Menlo Park, 1155 Hidden Oaks Dr., Apr 13 9-4
Menlo Park, Mckendry Drive Block Sale, Saturday, April 13, 9 a.m. to 1 p.m.

PA: Citywide Yard Sale, June 8
Helping the environment and making money has never been so easy. Reusing - whether you donate, buy, or sell - is one of the best ways to reduce waste and keep usable stuff out of the landfill.

Join us for the Palo Alto Citywide Yard Sale on June 8.
Details will be posted on
<http://www.PaloAltoOnline.com/yardsale/>

The map and listings will be uploaded to this page and be printed in the **June 7, 2013** edition of the **Palo Alto Weekly**.

220 Computers/Electronics

Desktop Computer
Windows XP, antivirus, and office suite installed. \$100. Will deliver and set up. (408) 685-4819

235 Wanted to Buy

Cash for Diabetic Test Strips
Don't throw boxes away-Help others. Unopened /Unexpired boxes only. All Brands Considered! Call Anytime! 24hrs/7days (888) 491-1168 (Cal-SCAN)

240 Furnishings/Household items

Pine dining table - \$170.00

245 Miscellaneous

AT&T U-verse
for just \$29/mo! Bundle & Save with AT&T Internet+Phone+TV and get a FREE pre-paid Visa Card! (select plans). Hurry, call now. 800-319-3280 (Cal-SCAN)

DISH Network
Starting at \$19.99/month (for 12 mos.) and High Speed Internet starting at \$14.95/month (where available.)
Save! Ask About
SAME DAY Installation! Call Now!
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Internet-Digital Phone-Satellite. You've Got A Choice! Options from ALL major service providers. Call us to learn more! Call today. 888-706-4301. (Cal-SCAN)

4/13 Heirloom Seeding Sale
Choose from 30 plant varieties, including tomatoes, cucumbers, herbs, flowers, beans, squash, and more!
Sales support local nonprofit Collective Roots.

Where: DeMartini Orchard, 66 North San Antonio Rd, Los Altos 94022
When: Sat., April 13th, 9 a.m. - 3 p.m.

More info and pre-sales:
650/324-2769,
www.collectiveroots.org

Kid's Stuff

330 Child Care Offered

EXPERIENCED, LOVING NANNY
Family Childcare
Piano, math, SAT tutors and more

350 Preschools/Schools/Camps

Free Earth Day Celebration

355 Items for Sale

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Mind & Body

425 Health Services

DaVinci Robotic Surgery
injury? Have you or a loved one suffered common types of harm or injury from hysterectomy or prostate robotic surgery including: • ureter(s) cut • vaginal cuff dehiscence • organ puncture • internal burns • tears of intestines or blood vessels. If yes, you may have a legal claim and be entitled to compensation. Call TollFree in California to protect your rights: 800-345-4125. roboinjuries@audetlaw.com
www.davinci-surgicalrobotlawsuit.com (Cal-SCAN)

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with Medicare. Get CPAP Replacement Supplies at little or no cost, plus free home delivery! Best of all, prevent red skin sores and bacterial infection! Call 888-699-7660. (Cal-SCAN)

475 Psychotherapy & Counseling

Counseling Services
Mental Research Institute clinics offer low cost counseling services by appointment for individuals, couples, families and children in English, Spanish, and Mandarin. Location: 555 Middlefield Rd, Palo Alto. For information, call 650/321-3055

No phone number in the ad? GO TO **FOGSTER.COM** for contact information

Jobs

500 Help Wanted

LVNS (on-call) and Caregivers - All Shifts
Caregivers to work in a Assisted Living Community. Must have good communication skills. Will train.
CNA - NOC Shift on-call to work in Dementia Unit. Good Oral/written skills. Experience a plus. Will train.
Apply in person at:
Palo Alto Commons
4075 El Camino Way
Palo Alto CA 94306

Facilities Superintendent
Mountain View-based, Christ-centered church seeks a Facilities Superintendent.

Position is defined for 32 hours per week, including Sundays and major liturgical dates (e.g. Christmas Eve). Interested candidates should forward a current resume and at least three references by email to personnel@fpcmv.org.

Last date for submissions to be considered is April 15, 2013.

Full Charge Bookkeeper Position
Portola Valley Commercial Property Mgmt. Co. seeking a full time full charge Bookkeeper. Duties include, accounts payable/receivable, general ledger maintenance for accrual and cash basis book and monthly reporting. Multi property / entity accounting and five years' experience a must. Please email resume to amy@willisandcompany.com or fax to 650-851-2190.

Head lice removal specialist

Lice treatment salon opening in Menlo Park - May 2013
Honeycombers is looking for high-energy, responsible, caring people interested in becoming head lice removal specialists. Hiring for in-salon services, in-home treatment and home cleaning services.

Part-time, up to 30 hours per week. We will require employees to be available to work on weekends and to be on-call. No experience necessary; Full background check and drug testing. Applicants for the in-home services must use their own car, have auto insurance and a good driving record. Submit resume and a brief description of why you feel you are the ideal candidate to info@honeycombers.com.

Office Assistant (part time)
for home based Appraisal business. Portola Valley, Woodside area. 2-8 hrs/weekly. Flexible scheduling. PAYMENT: \$20/hr. Call 650-529-3408

Restaurant
Cafe Borrone is now hiring enthusiastic individuals who enjoy working in a fast-paced environment and providing excellent customer service. Full and part-time positions available. Will work with school schedule. Apply in person, 1010 El Camino Real, Menlo Park.

550 Business Opportunities

Accounts Receivable Representati
Do you need extra income and consistent cashflow on the side? Email cyndi-wanghrm@gmail.com for more details.

560 Employment Information

Airlines are Hiring
Train for hands on Aviation Maintenance Career. FAA approved program. Financial aid if qualified - Housing available Call Aviation Institute of Maintenance 877-804-5293 (Cal-SCAN)

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www.driveknight.com (Cal-SCAN)

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624 Financial

Credit Card Debt
Get free now! Cut payments by up to half. Stop creditors from calling. 888-416-2691. (Cal-SCAN)

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Ever Consider a Reverse Mortgage? At least 62 years old? Stay in your home and increase cash flow! Safe and Effective! Call Now for your Free DVD. Call Now 888-698-3165. (Cal-SCAN)

640 Legal Services

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645 Office/Home Business Services

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751 General Contracting

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Real Estate

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Mountain View, 1 BR/1 BA - \$1565
Mountain View, 1 BR/1 BA - \$1595
Palo Alto, 3 BR/2 BA - \$5000

803 Duplex
Redwood City - \$2,500

805 Homes for Rent
Fully Furnished 3 Bedroom Home In Palo Alto, 3 BR/2 BA - \$4900/month

Menlo Park, 3 BR/2 BA - \$5,200.00
Palo Alto, 4 BR/2 BA - \$4900. mon
Redwood City - \$4,000.00
Redwood City, 3 BR/2 BA - \$4,000.00
Redwood City/emerald Hills - \$4700
Redwood City/emerald Hills, 3 BR/3.5 BA - \$4900

809 Shared Housing/Rooms

Palo Alto, 1 BR/1 BA - \$1075

825 Homes/Condos for Sale

Los Altos - \$799000



Menlo Park
240 Menlo Oaks Drive
Open House 1-4PM Apr 14, 20, 21
Offers accepted 4-24 until 6PM
Rich Chambers 650-321-2490
www.240MenloOaksDrive.com



Menlo Park, 1 BR/1 BA
Super ground level condo near Stanford. Pristine condition w/stainless applces, high ceilings, plenty of light. Two car spaces. Virtual tour at www.tourfactory.com/968543. Open Sun 31, 1.30 to 4.30. Call Vic Spicer 650 255 5007

Menlo Park, 3 BR/2 BA - \$1099000
Palo Alto, 3 BR/2 BA - \$899000
Portola Valley, 3 BR/2 BA - \$1,549,000
Redwood City, 3 BR/2 BA - \$599000
Woodside, 3 BR/2 BA - \$1099000

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THE PENINSULA'S FREE CLASSIFIEDS WEBSITE
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Public Notices
continued from Page 41

This statement was filed with the County Clerk-Recorder of San Mateo County on March 14, 2013. (ALM Apr. 10, 17, 24, May 1, 2013)

ONETAP CONSULTING
FICTITIOUS BUSINESS NAME
STATEMENT
File No.: 255242

The following Person(s) is (are) doing business as:
Onetap Consulting, located at 263 Santa Margarita Avenue, Menlo Park, CA 94025, San Mateo County. Is (Are) hereby registered by the following owner(s):
BYRON CONNELL
263 Santa Margarita Avenue
Menlo Park, CA 94025

This business is conducted by: An Individual.
The registrant commenced to transact business under the fictitious business name(s) listed herein on N/A.
This statement was filed with the County Clerk-Recorder of San Mateo County on March 29, 2013. (ALM Apr. 10, 17, 24, May 1, 2013)

997 All Other Legals
NOTICE OF SALE OF UNCLAIMED PERSONAL PROPERTY

In accordance with California Civil Code Section 1988(b), personal property left by ARMEN JALALIAN, SUSAN M. JALALIAN to the possession of JPMorgan Chase Bank, National Association at 1 Reids Roost Road, Woodside, CA 94062 will be sold at public auction Wednesday, April 24, 2013 at noon, the highest bidder for cash. Property to be auctioned includes: Boxes, lumber, buckets, bags, framed picture, bins, basketball hoop, crates, washer, desks, chairs, pallets, dolly, table, luggage, suitcase,

mattresses, tire, dryer, refrigerator, mop, stove, tools, paint cans, shelving units, tiles, linens, riding lawn mower, exercise equipment, lawn mower, cart, carpets, potted plants, scale, plunger, cleaning products, cushion, pillow, ball, stand, phone, and other items of miscellaneous personal property with no apparent value.

TFLG, A Law Corporation
202 Cousteau Place, Suite 260
Davis, CA 95618
(530)750-3700
(ALM Apr. 10, 17, 2013)

ORDER TO SHOW CAUSE FOR CHANGE OF NAME SUPERIOR COURT OF THE STATE OF CALIFORNIA FOR THE COUNTY OF SAN MATEO
Case No.: CIV519527

TO ALL INTERESTED PERSONS:
Petitioner: ANDREW BRYAN SCHWAAB and YOUNGHEE KIM SCHWAAB filed a petition with this court for a decree changing names as follows:
THOMAS RICHARD SCHWAAB to THOMAS MINKYU SCHWAAB.

THE COURT ORDERS that all persons interested in this matter appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes described above must file a written objection that includes the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing.

NOTICE OF HEARING: April 18, 2013, 9:00 a.m., Dept.: 21, Room: 2J, of the Superior Court of California, County of San Mateo, located at 400 County Center, Redwood City, CA 94063.
A copy of this ORDER TO SHOW CAUSE shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper

of general circulation, printed in this county:

THE ALMANAC
Date: January 28, 2013
/s/ Robert D. Foiles
JUDGE OF THE SUPERIOR COURT
(ALM Mar. 20, 27, Apr. 3, 10, 2013)

ORDER TO SHOW CAUSE FOR CHANGE OF NAME SUPERIOR COURT OF THE STATE OF CALIFORNIA FOR THE COUNTY OF SAN MATEO
Case No.: CIV519715

TO ALL INTERESTED PERSONS:
Petitioner: RUTH SYLVIA ELIAS filed a petition with this court for a decree changing names as follows:
RUTH SYLVIA ELIAS aka RUTH SYLVIA KOOMRUJIAN aka RUTH KOOMRUJAN BEANE aka RUTH KOOMRUJAN O'NEILL to RUTH ELIZABETH SYLVIA ELIAS.

THE COURT ORDERS that all persons interested in this matter appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes described above must file a written objection that includes the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing.

NOTICE OF HEARING: April 26, 2013, 9:00 a.m., Dept.: PJ, Room: 2J, of the Superior Court of California, County of San Mateo, located at 400 County Center, Redwood City, CA 94063.
A copy of this ORDER TO SHOW CAUSE shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper

of general circulation, printed in this county:
THE ALMANAC
Date: March 12, 2013
/s/ Robert D. Foiles
JUDGE OF THE SUPERIOR COURT
(ALM Mar. 27, Apr. 3, 10, 17, 2013)

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PROTECT YOUR LEGAL RIGHTS
If it has been 5 years since you filed your Fictitious Business Name Statement (your D.B.A.), you must file again to protect your legal rights.
Check your records now to see if your D.B.A. expires this year.
Then call the Almanac, for assistance in re-filing. It's inexpensive and easy.

Call Alicia Santillan
(650) 326-8210 x6578
Or e-mail her at:
asantillan@pawekly.com



The Almanac
326.8210

Coldwell Banker #1 IN CALIFORNIA



ATHERTON



LIZ DASCHBACH
650.207.0781
lizdaschbach@cbtnorcal.com
DRE #969220

82 LINDA VISTA AV **\$11,250,000**
Exceptional hm in prime West Atherton. Guest house, pool, MP Schools. Virtual tour at: www.LindaVista.com



ATHERTON | LAS LOMITAS SCHOOLS



HUGH CORNISH
650.566.5353
hcornish@cbtnorcal.com
DRE #00912143

SHOWN BY APPOINTMENT **\$6,750,000**
Beautiful 2-story Mediterranean home on a cul-de-sac in Las Lomitas school district. 6BR/6.5BA. 1BR guest house. Pool & spa at top of sweeping lawn.



WOODSIDE | OPEN SUNDAY



HELEN & BRAD MILLER
650.400.3426
hmiller@cbtnorcal.com
DRE #01142061/00917768

354 ALBION AVE **\$5,395,000**
Gracious living in 5BR/5.5BA home on 1.41 ac in prime location around corner from town center shopping, restaurants & the acclaimed Woodside School.



ATHERTON



SAM ANAGNOSTOU
650.888.0707
samanagnostou@yahoo.com
DRE #00798217

36 MELANIE LN **\$4,998,000**
Stunning custom French country estate w/sun-filled kitchen, huge family room, library, grand formal rooms, rooftop European balcony/patio.



ATHERTON | OPEN SAT-SUN



BONNIE BIORN
650.888.0846
bonnie.biorn@cbtnorcal.com
DRE #01085834

497 STOCKBRIDGE AVE **\$4,500,000**
Fabulous property on 1.14 ac. 2 spacious guest houses. Enchanting Japanese Tea House completes the serene landscaping. Sparkling pool & waterfall.



CENTRAL MENLO



TOM LEMIEUX
650.329.6645
tom@tomlemieux.com
DRE #01066910

1144 CASTLE WY **\$4,450,000**
Sophisticated Craftsman built in 2007. 3 levels w/tall ceilings, hrdwd flrs, gourmet kitchen. Landscaped lot on c-d-s just half mile to downtown.



ATHERTON | OPEN SUNDAY



SUE CRAWFORD
650.207.8444
scrawford@cbtnorcal.com
DRE #00587710

5 CAROLINA LN **\$3,950,000**
This gracious 3BR/2.5BA California ranch home is set among lush garden rooms. Expansive covered patio. Guest house is 2 rooms + bath & kitchenette.



PORTOLA VALLEY



JEAN & CHRIS ISAACSON
650.352.3430
DRE #00542342/01754233

900 WAYSIDE RD **\$2,995,000**
5BR/3.5BA. Custom home on one acre. Huge garage and workshop. Sunny lawn, patio, and decks with stunning views across the bay.



PORTOLA VALLEY



LOVINDA BEAL
650.529.8585
Lovinda@cbtnorcal.com
DRE #00925698

1111 CORTE MADERA RD **\$2,398,000**
Dramatic open-design architecture. 5BD/3.5BA, about 4,000sf on 1/2 acre. Sunny, private, nature all around. Country living close to schools, library, grocery.



WOODSIDE | OPEN SAT/SUN



MARGOT LOCKWOOD
650.400.2528
homes@margotlockwood.com
DRE #01017519

120 SUMMERHILL LN **\$2,395,000**
Woodside Hills level 1 ac with pool. Large LR, formal DR, family kitchen. 4BD/3.5BA. Master w/2 walk-in closets. Lovely setting on private cul-de-sac.



MENLO PARK | SHARON HEIGHTS/STANFORD HILLS



MARGARET WILLIAMS
650.888.6721
margaretwilliams2010@gmail.com
DRE #00554210

30 LA LOMA DR **\$2,095,000**
Gracious 4/3 + Office on lovely La Loma. Wonderful trees. Las Lomitas Schl District. Lot approx. 13,500sf; Home approx. 2401sf; Garage approx. 630sf.



PORTOLA VALLEY



JOE & GINNY KAVANAUGH
650.400.5312
www.TheKavanaugh.com
DRE #00884747, 01351481

PRIME ESTATE SETTING **\$4,200,000**
Build your world-class estate on 4.48 acres (per county) w/unobstructed Windy Hill and coastal range views. www.40AntonioCt.com



MENLO PARK | SHARON HEIGHTS



DEANNA TARR
650.752.0833
dtarr@cbtnorcal.com
DRE #00585398

SHOWN BY APPOINTMENT **\$1,500,000**
Rare, one-level unit overlooking 14th fairway of Sharon Heights golf course. Easy access to major airports, shopping, Stanford University.

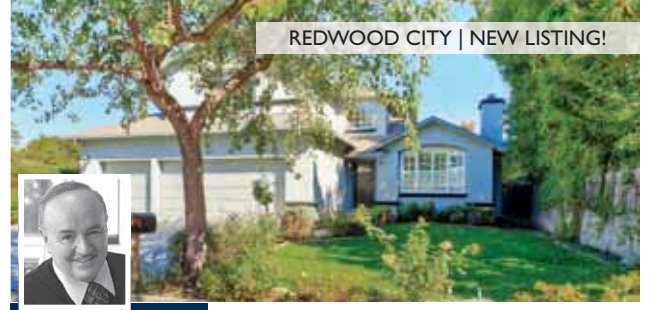


MENLO PARK | OPEN SUNDAY



CAROL MACCORKLE
650.868.5478
cmaccorkle@cbtnorcal.com
DRE #00548367

30 MANSION CT **\$1,325,000**
Enjoy carefree living in this spacious (approx 2800 SF) ground floor condo. One level, 3BR/3.5BA w/ 2-car garage spaces. Expansive MBR w/large closets.



REDWOOD CITY | NEW LISTING!



STEVE BELLUMORI
650.752.0826
sbellumori@cbtnorcal.com
DRE #00494595

357 ROBLE AVE **\$1,175,000**
Beautifully spacious 4 bedroom/3 bath/Family Room and 3-Car Garage! Excellent floor plan! Outstanding value!

CaliforniaMoves.com | facebook.com/cbtnorcal

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