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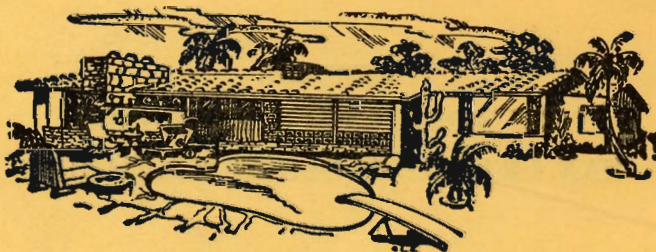
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CITY DIRECTORY

1959

Including Atherton

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YELLOW PAGES

With a Special ADVERTISING SECTION
and a Complete
CLASSIFIED LIST

FOR CONTENTS SEE INTRODUCTION AND GENERAL INDEX

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INTRODUCTION and GENERAL INDEX

R. L. POLK & CO., publishers of more than 850 city, county, state and national Directories, present to subscribers and the general public, this, the 1959 edition of the Menlo Park City Directory, which includes Atherton.

Confidence in the continued growth of Menlo Park'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 Menlo Park and vicinity 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, and having the courteous and hearty cooperation of the business and professional men and residents, the publishers feel that the results of their labors will meet with the approval of every user, and that the Menlo Park Directory will fulfill its mission as a source of authentic information pertaining to the community.

Four Major Departments

The four essential departments are arranged in the following order:

I. THE YELLOW PAGES constitute the first major department of the directory. This embraces a complete list of the names and addresses of the business and professional concerns of the city, arranged in alphabetical order under appropriate headings—a catalog of all the activities of the city. Preceding this catalog, likewise grouped under appropriate headings, are the advertisements and business cards of firms and individuals desiring to present a more complete list of their products than is possible in the catalog itself. The Yellow Pages represent reference advertising at its best, and merit the attention of all buyers and sellers seeking sources of supply or markets for goods. In a busy and diversified community like Menlo Park, the necessity of having this kind of information up-to-date and always immediately available, is obvious. The Directory is the common intermediary between buyer and seller, and plays an important role in the daily activities of the commercial, industrial and professional world.

II. THE ALPHABETICAL LIST OF NAMES of residents, business firms and corporations for Menlo Park is the second major department, printed 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 Menlo Park and Atherton, and the name, official personnel, nature and address of each firm and corporation.

III. THE DIRECTORY OF HOUSEHOLDERS, TENANTS OF OFFICE BUILDINGS AND OTHER BUSINESS PLACES, AND STREET AND AVENUE GUIDE for Menlo Park, is the third major department, printed on green paper. In this

section the numbered streets are arranged in numerical order, followed by the named streets in alphabetical order; the residences and business houses are arranged numerically under the name of each street and avenue, and the names of householders and business concerns are placed opposite the numbers. The names of the intersecting streets appear at their respective crossing points on each street. Special features of this section are the designation of tenant-owned homes. Telephone numbers as supplied to us on canvass are shown opposite the name.

IV. THE NUMERICAL TELEPHONE DIRECTORY for Menlo Park is the fourth major department, printed on blue paper.

Community Publicity

The Directory reflects the achievements and ambitions of the community, depicting in unbiased terms what it has to offer as a place of residence, as a business location, 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 Menlo Park and vicinity, 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 Menlo Park City Directory, a Directory Library is maintained in the offices of the Menlo Park Chamber of Commerce for free reference by the general public. This is one of more than 700 Directory Libraries installed in the chief cities of the U. S. and Canada by members of the Association of North American Directory Publishers, under whose supervision the system is operated.

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.,
Publishers.

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MENLO PARK

(Courtesy Chamber of Commerce)

Menlo Park is a friendly residential community of essentially rural character and charm. Large yards and informal gardens are the rule, the relatively high minimum size of homesites having been carefully preserved through strict attention to good zoning practices.

The city's growing commercial district serves a trading area with a population of more than 35,000, including a major portion of the town of Atherton which is the state's second richest city per capita. Ample off-street parking has made parking meters unnecessary.

The city's "garden office building" area now includes Lane Publishing Co. (Sunset Magazine), Allstate Insurance Co., A. C. Nielsen Co., U. S. Geological Survey, Prudential Insurance Co., Argonaut Insurance Exchange, Consolidated Freightways, Sequoia Insurance Co., American Hardware Mutual Insurance Co., Stanford Research Institute and the district office of the Pacific Telephone and Telegraph Company.

In the Bohannon Industrial Park are many national organizations, such as, Hueblein, Inc., Sierra Electronic Corp. (Philco), Parke Davis & Co., Johnson & Johnson, Winthrop Laboratories and the Upjohn Co. (now under construction).

A recent annexation to the City of Menlo Park is the Kavanaugh Industrial Park. One of the first organizations to locate there is the Republic Van & Storage Co.

Menlo Park residents earn their livelihoods in occupations carried on in the entire area between San Francisco and San Jose. Commuters are served by express railroad facilities, a trip to downtown San Francisco taking about 40 minutes which is less time than it takes to reach the downtown area by public transportation from many parts of San Francisco itself.

Menlo School and College lies just to the north of the city limits, and Stanford University, with a diversity of public cultural offerings, lies immediately to the south.

The city is served by excellent public, private and parochial schools.

Reception of all seven bay area television stations is excellent in all parts of the city.

Here Are A Few Facts About The City of Menlo Park

Incorporated: November 23, 1927.

Area in square miles: Approximately 4.5 square miles.

Location: About 29 miles south of San Francisco, on an alluvial plain between the Coast Range mountains and San Francisco Bay.

Elevation above sea level: Maximum, 220 feet; Minimum, 2 feet.

Population By Federal Census: 1930, 2,254; 1940, 3,258; 1945, 4,182; 1946, 7,180; 1950, 13,587; 1953, 22,003; 1955, 23,811; October 15, 1957 25,669.

Average level of wealth: The 1950 federal census showed the median family income in Menlo Park to be 17 percent in excess of the California urban average.

