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**MENLO PARK**  
(SAN MATEO COUNTY, CALIF.)  
**CITY DIRECTORY**  
**1963**  
Including Atherton

**CONTAINS:**

- Buyers' Guide and a complete classified business directory
- Alphabetical directory of business concerns and private citizens
- Complete street and avenue guide, including householders, and occupants of office buildings and other business places
- Numerical telephone directory

PLUS

Useful and interesting information about the city

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for free use of Public at  
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**PUBLISHERS**

831 MONTEREY PASS ROAD  
MONTEREY PARK (LOS ANGELES) CALIFORNIA

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# INTRODUCTION AND GENERAL INDEX

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R. L. POLK & CO., publishers of more than 1,000 city, county, state and national Directories, present to subscribers and the general public, this, the 1963 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 major departments are arranged in the following order:—

I. THE BUYERS' GUIDE constitutes the first major department of the Directory, printed on yellow paper. In the first section of this department, grouped under appropriate headings, are included the advertisements and business cards of firms and individuals desiring to make a complete presentation of their products or services. Following this is the Classified Business section, which embraces a list of the names and addresses of all business and professional concerns of the community, arranged in alphabetical order under appropriate headings—a catalog of all the activities of the community. The Buyers' Guide represents reference advertising at its best, and merits 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 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.

### The Directory Library

Through the courtesy of the publishers of the Menlo Park Directory, a Directory Library is maintained in the offices of the Chamber of Commerce for free reference by the general public. This is one of more than 1,000 Directory Libraries installed in cities and towns throughout the United States, Canada and Puerto Rico 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.

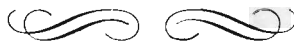
R. L. POLK & CO.,  
Publishers.



# INDEX TO ADVERTISERS

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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. 81 per cent of the homes are owner-occupied.

The city's growing commercial district serves a trading area with a population of more than 40,000, 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, Kemper Insurance Co., American Hardware Mutual Insurance Co., Stanford Research Institute, the district office of the Pacific Telephone and Telegraph Company and the Shell Data Computer Center.

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

A recent annexation to the City of Menlo Park is the Kavanaugh Industrial Park. One of the first organizations to locate there was the Republic Van & Storage Co. Later the Dean Van Lines opened an office there.

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 five 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.
- Location—About 29 miles south of San Francisco between the Coast Range and San Francisco Bay.
- Population by Federal Census—1930, 2,254; 1940, 3,258; 1950, 13,587; 1960, 26,957; Estimated 1962, 30,000.
- Households—1961, 8,600.
- Elevation—Maximum 330 feet, minimum sea level.
- Area—16.7 square miles.
- Average Summer Daytime—75 degrees.
- Average Winter Daytime—58 degrees.
- Average Daytime Relative Humidity—40 to 60 per cent.
- Average Rainfall—15.85 inches per year.
- Assessed Valuation—1950-51, \$8,218,980; 1960-61, \$48,875,160.
- Effective Buying Power—\$90,867,000.
- Per Capita Income—\$3,359.
- Per Family Income—\$10,619.
- Retail Sales—1962, \$35,611,000.