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MENLO PARK
(SAN MATEO COUNTY, CALIF.)
CITY DIRECTORY
1967

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 a list of householders, and occupants of office buildings and other business places. Telephone numbers and Zip Codes are included
- Numerical telephone directory

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Useful and interesting information about the city

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for free use of Public at
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R·L·POLK & CO.
PUBLISHERS

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INTRODUCTION AND GENERAL INDEX

R. L. POLK & CO., publishers of more than 1,400 city, county, state and national Directories, present to subscribers and the general public, this, the 1967 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 named streets in alphabetical order; the residences and business houses are arranged numeri-

cally 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 owner occupied homes. Telephone numbers as supplied to us on canvass are shown opposite the name. ZIP Codes are also included.

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.**



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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 60,000, 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" areas now include Lane Publishing Co. (Sunset Magazine), Allstate Insurance Co., A. C. Nielsen Co., U. S. Geological Survey, Prudential Insurance Co., Argonaut Underwriters Inc., Consolidated Freightways, Sequoia Insurance Co., American Hardware Mutual Insurance Co., Stanford Research Institute, Saga Food Service, Inc., 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, Heublein, Inc., Sierra Electronic Corp. (Philco), Parke Davis & Co., Johnson & Johnson, Winthrop Laboratories, Upjohn Co., Johnson & Mape Construction Co., Calso Water Co., Peninsula Lithograph Co., Inc., Zenith Radio Research Corp., Raychem Corp., and Hussmann Refrigeration, Inc.

In Kavanaugh Industrial Park firms include: Carco Electronics, Republic Van & Storage Co., Neal Moving & Storage Co., Menlo Van & Storage Co., Carousel Carpet Mills, Jupiter Engineering Inc., Pam-Pro Plastics, Gaffers & Sattler Co., Hiller Aircraft Co., Inc.

Menlo Park residents earn their livelihoods 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 50 minutes. Bayshore Freeway offers a 20-minute drive to San Francisco Airport, 30 minutes to San Francisco itself. Dumbarton Bridge, with its western terminus in Menlo Park, provides direct access to the East Bay.

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 1967, 30,000.

Households--1961, 8,600; 1967, 10,000.

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--50 per cent.

Average Rainfall--15.85 inches per year.

Assessed Valuation--1950-51, \$8,218,980; 1960-61, \$48,875,160;
1963-64, 62,000,000; 1966, \$87,395,866.
Effective Buying Power--1965, \$121,641,000.
Per Capita Income--\$3,975.
Per Family Income--\$12,540.
Taxable Sales--1961, \$25,147,000; 1965, \$50,264,000.



WHITE PAGES

ALPHABETICAL SECTION

(h) HEAD OF HOUSE

(r) RESIDENT (ROOMER)



BLUE COLLAR WORKERS



EMPLOYED WOMEN



PROFESSIONALS



EXECUTIVES



SALESMEN



HOUSEWIVES

occupation and place of employment — Tribbit Alfred M (Mary) acct duPont h1610 Lockwood rd
 correct full name (not initials) — Tribbit Dewey S (Ava M) emp duPont h215 Fairment dr
 complete street address including apartment number — Tripuani Daniel (Betty) slsm Hargrove Realtors r1907 Keswick rd
 student over 18 years of age — Tripuani Lazarus B asmlbr Chrysler h201 Carter av apt 1
 out-of-town resident employed in area — Tripuani Lillian Mrs. waitress Howard Johnson Restr h201 Carter av
 wife's name and maiden initial — Trice Alene T studt r2160 Lakeside dr
 unemployed widow — Trice Carter I (Callie E) auditor State Trust h 2011 Lakeside dr
 husband and wife employed — Trice Chester B (Kitty M) caretaker Eug E duPont h Hillover av (Greenville)
 more than one adult in household — Trice Edgar E (Evelyn) h601 Bellwood la
 specific area of city his address is located — Trice Roger F (Diane D) driver Yellow Cab H Bldg 66-6 Holliday av
 unmarried and unemployed resident — Trickett Jos J (Jeanne L) lumberman 3 S Herald h3465 Longdrive la
 "r" red flag to credit managers, merely a roomer at this address — Trickey Allen W dir Community Center h112 Long la
 "h" head of household — Tridente Arnold (Virginia) emp Phoenix Steel h45 Avenue B
 church showing name of pastor — Tridente Jemima W studt nurse r5 Pearl dr
 business firm showing name of owner — Tridente Kenneth (Jemima) marine dept Sinclair Refining h5 Pearl dr
 widow indicating deceased husband's name — Trifunovic Albert C (Dorothy L) textile eng John Bagley & Sons h1420 S Flake dr
 owner of place of business showing name of business — Trigor James G (Frances R) h3 Northwood av (Ponce Park)
 corporation showing officers — Trimbell K Edgar (June R) chem asst Hercules h1701 Bartlett dr
 business partnership showing partners — Trimble Beatrice (wid Conrad) r5502 Folk rd
 — Trimble Myrtle I Mrs. supvr State Unemployment Comp r604 Spring la
 — Trimble Walter P (Myrtle I) meat mgr Acme h604 Spring la
 — Trimble Winifredo W ofc sec duPont r3333 Folk rd
 — Trimboli Peter P (Vera) insulator h921 Sykes av (Ellensworth)
 — Trimmer Harold M (Juanita J) chem opr Atlantas h8 Windy rd
 — Trimmer Roland C (Marilyn) acct duPont h2222 Barclay rd
 — Trincia Easley E (Kathy R) dairy wkr Allen's Dairies h1313 W Air (New Hts) apt 2-B
 — Trincia Jerry A (Phyllis) purch agt Genl Motors h502 Clinton rd
 — Trincia Jonathan r4 Stephens la
 — Trincia Jonathan B (Ruby R) driver Hugoff Baking h7 Lester
 — Trincia Jonathan C r7 Lester
 — Trinity Presbyterian Church Rev Sam S Simmons pastor 110 Carter av
 — Tripp Bertha B (wid Adam) r74 Roomer av
 — Trippe Modern Movers (Sherwood R Tripani) movers 5 duPont av N
 — Trippett Flora F (wid John R) h44 Ruby dr (E)
 — Trivits Roland (Trivits Esso Station) r11 Lewis
TRUE LUMBER CO, Joe B Green Pres, Chas R Brown V-Pres, Lumber and Building Material, 44 State, Tel 644-5555
TRYON RESTAURANT (Glenn G Adams and Robert F Ford) 11 E Town dr, Tel 644-6666

GREEN PAGES

STREET GUIDE SECTION (TELEPHONE CRISS-CROSS)

⓪ HOMEOWNER

- 314 Smith John G ⓪ 646-6229
316 Lawrence Gerald R 646-6865
Harvie rd begins
402 Grant Paul A ⓪
404 Grissom John E ⓪ 646-8974
406 Martin William R ⓪ 642-5498
408 Gray Cab 644-0100
Howard James ⓪ 645-0100
410 Dobbins Randolph S
412 Green George N 644-7222
414 Harris Herman H ⓪ 644-4322
415 Long Wrecking Co auto wreckers
646-4300
416 Southworth John R ⓪ 642-7089
418 Jennings Arthur L ⓪ 645-9832
419 Gordon Esso Serv Station 645-5639
420 Wysong David S ⓪ 649-1530
457 Vacant
471 Vacant
475 Under construction
500 Gibbons Industries (Oakdale Field
ofc) bldrs 646-0707
515 Communion Presby Ch 642-0229
BELFORT ROAD (Mountainside)— From
duPont blvd and southeast to New
Berne rd (W1) 41
BILLINGS AV (Longwood Estates)—From
Madalyn pl east to a dead end (NC)
203 Wall Benjamin T ⓪ 358-4345
204 Connor Anthony P
206 Hunter Davis R ⓪ 358-4341
207 Martin Wylie W ⓪ 359-9876
208 Linkous Marvin K ⓪ 358-7632
209 Perry Matthew N ⓪ 359-7312
210 Slusher Julian P Mrs. ⓪ 358-4064
211 Ross Kenneth E ⓪ 358-6808
212 Carter Paul W ⓪ 328-8316
213 Edmonds Jay G ⓪ 359-4536
214 Arnold Edward R ⓪ 321-2875
BILLINGS DR (Billings Park)— 39
From Dover pike to Main blvd
(Maymont)
1 Bond Walter B painting contractor
⓪ 359-7631
2 Combs David R ⓪ 233-3128
3 Hankins William B ⓪ 234-4397
4 Hogue Irene Mrs. ⓪ 234-3478
5 Cathcart Donald S ⓪ 234-2785
6 Epps Emma R ⓪ 234-5657
7 Radford Chas G ⓪ 234-4444
8 Grady Rose E ⓪ 234-5782
9 Jones George C ⓪ 234-2345
Blencoe rd intersects
10 Jackson David Q ⓪ 234-5432
11 Rasmussen Thomas A ⓪ 234-7890
12 Giles Henry J ⓪ 234-0086
13 Leslie Harvey N ⓪ 234-3095

homeowner

telephone number

homeowner without telephone

multiple purpose address, business firm and one residence, both at same address

business firm name and telephone number

possible pay telephone not normally listed in telephone book

vacant

under construction

branch of business firm

street listed even though no houses erected yet

complete street description locating street by area and another street nearby

renter without telephone

nearest telephone next door

business operated out of home

widow or divorcee—consult alpha to verify which

intersecting street

BLUE PAGES

NUMERICAL TELEPHONE SECTION (CRISS-CROSS)

This section takes the "mystery" out of blind numbers. It lists telephone numbers in numerical sequence, making it easy to "decode" blind phone numbers in classified ads—especially valuable for real estate agencies, used car dealers, etc.

- name of exchange or dial code
- numbers in sequence
- name of telephone subscriber

DIAL CH2 or 242-
1002 Studio Girl Hollywood
1011 Sherman Lou
Auto Parts
1013 Windsor Sup
1021 Gladden Prod
1027 Sou Calif Plastic
1033 Planned Mus
1037 Galet J
1039 Bond Stores
1044 City Police Dept
1051 Cal Precision Castings
1053 Bk of Am Natl Tr &
Sav Assn
1058 Technical Mtl

YELLOW PAGES

CLASSIFIED BUYERS' GUIDE

One section of the Buyers' Guide lists at no charge *every* business, classified as to type, with names and addresses. It also includes every profession, club, society and association, hospital and cemetery, labor organization, library, park, playground and school. It's the only complete business classification in a community. Another section features at nominal cost the advertisements of local business men and firms.

business classification _____

correct name and street address of individual _____

complete name and street address of company _____

telephone number and reference to company's advertisement in Buyers' Guide _____

business classification _____

last name, first name, middle initial _____

complete street address _____

specific building address _____

TREE SURGERY

Jones Albert J 1814 Bidwell av

ELM TREE SERVICE, 1489 Ashland
av Tel 410-1010 (See Page 37 Buyers' Guide)

ACCOUNTANTS—PUBLIC

Andrews Robert A 1092 Atlas av

Barrie Charles N 462 Brown

Berry Joseph B 148 Walnut

Betz & Jones Accounting Service

1180 Bank bldg

CITY DIRECTORY SERVICE IS NATIONWIDE

Your City Directory publisher issues more than 1,200 separate City Directories, most of them on an annual basis, covering more than 6,000 North American communities. And as a public service, your publisher cooperates in maintaining libraries of out-of-town City Directories in most cities. It also maintains local City Directories in air, rail and bus terminals.