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Menlo Park, East Palo Alto.

POLK'S REDWOOD CITY

(SAN MATEO COUNTY, CALIF.)

DIRECTORY

1953

Including Atherton, Belmont, Menlo Park, San Carlos and
Redwood City Rural Routes

Containing an Alphabetical Directory of Business Concerns and Private
Citizens, a Street and Avenue Guide and Directory of Householders
of Redwood City and San Carlos, A Numerical Telephone
Directory of Redwood City and San Carlos 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., Publishers

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REDWOOD CITY CHAMBER OF COMMERCE

Member Association of North American Directory Publishers

GENERAL INDEX

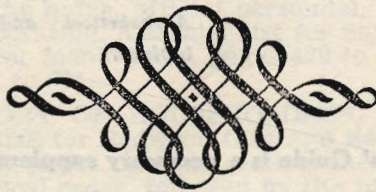
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INTRODUCTION

R. L. POLK & CO., publishers of the Redwood 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 Redwood City Directory, which also includes directories of Atherton, Belmont, Menlo Park, and San Carlos, together with rural free delivery box holders on routes which are pivotal from the Redwood City Post Office.

Confidence in the growth of Redwood City'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 Redwood City to the world.

The enviable place occupied by R. L. POLK & CO.'S directories 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 Redwood City Directory will fulfill its mission as a source of authentic information pertaining to the city.

Six 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 21 to 316, 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 Redwood City and vicinity, and the name, official personnel, nature and address of each firm and corporation. A similar list for San Carlos is included in pages 317 to 428; for Menlo Park, pages 429 to 565; for Atherton and Belmont, pages 881 to 951.

THE DIRECTORY OF HOUSEHOLDERS, INCLUDING STREET AND AVENUE GUIDE for Redwood City and San Carlos, covers pages 569 to 714, 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 features of this section are the designation of tenant-owned homes. Telephone numbers as supplied to us on canvass are shown opposite the name. A similar section for Menlo Park appears in pages 715 to 762.

THE REDWOOD CITY RURAL ROUTES DIRECTORY extends from page 881 to 951, on white paper.

THE BUYERS' GUIDE, preceding the Classified and separately paged from 1 to 50, on goldenrod paper, contains the advertisements of leading manufacturing, business and professional interests of Redwood City. These pages will be found particularly interesting and instructive to substantial purchasing factors. The advertisements have been carefully grouped by departments and 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 themselves with sources of supply. In ambitious and progressive communities like Redwood City the necessity of having this kind of infor-

mation 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 817 to 879, on canary paper. This department lists the various manufacturing, mercantile and professional interests of Redwood City and vicinity 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 Redwood City, San Carlos and Menlo Park appears opposite page 953, 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 Redwood City, for business men, everywhere, realize that the city directory represents a community as it really is.

The Redwood City Directory Library

Through the courtesy of the publishers of the Redwood City Directory, a Directory Library is maintained in the offices of the Redwood City 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. 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.,
Publishers



REDWOOD CITY

STATISTICAL REVIEW

Name of City—Redwood City.

Slogan or sub-phrase—"Climate Best by Government Test."

Form of Government—City Manager and Council.

Population—34,500.

Area—8 square miles.

Altitude—7 feet.

Climate—Mean annual temperature 57.29 degrees F; average annual rainfall (or precipitation) 18.25 inches.

Assessed Valuation—\$72,192,930 with \$1.10 per \$100 tax rate.

Predominating nationality in city is American.

Parks—19, with 16 acres valued at \$90,000.

City's bonded debt is \$1,158,062.

Financial—4 banks with total deposits of \$70,000,000 and 2 building and loan associations with assets of \$3,000,000.

Post Office receipts of (stamps) \$501,282.

Telephones in Service—13,250.

Church Buildings—12.

Building and Construction—Value of 1951 building permits \$13,383,033.

Industry—Number of establishments 25, employing 3,000 men and women. Principal manufactured products are: leather goods, canned foods, cement, salt, asbestos, duplicating machine supplies, motor shims and seals. The cut flower industry produces an Annual Bouquet with retail value of \$7,500,000.

Trade—Territory (retail) serves 150,000 people within the trading area covering a radius of 6 miles.

Newspapers—One daily and two weekly.

Hotels—There are 3 hotels, with total of 70 rooms.

City served by Southern Pacific Railroad Co., and the following highways pass through the city: U. S. 101 (El Camino Real) and U. S. 101 By-Pass (Bayshore Boulevard).

Amusements—There are two theatres, with a total seating capacity of 2,033.

Education—Number of schools 16, including 2 high schools and 1 parochial and diocesan school. Number of pupils in public schools, 7,854, in private schools 443. Total of all teachers is 302.

There are 296,000 volumes in the 2 libraries of the city.

City Statistics—Total street mileage 81, with 67 miles paved. Miles of sewers 72. Number of water meters 7,400; electric meters 9,030; gas meters 8,030. Capacity of water storage 5,000,000 gallons purchased from San Francisco. 66 miles of mains.

City Fire Department—34 men—20 full time, 14 call. Equipment: Three 1,000 gal. per min. pumpers, one 500 gal. per min. pumper with 500 gal. tank, 1 city service truck fully equipped with 750 gal. per min. pumper, rescue equipment, ladders, etc.; 2 small trucks with water tanks; 2 chief's cars; 10,300 ft. fire hose in active service; fire alarm; 10 circuit switch board, 6 box circuits, 3 alarm circuits 98 fire alarm boxes, 1 drill tower. Two stations, 1 West side, 1 East side.

Police Department—Has 29 men with 1 station and 6 pieces of motor equipment—6 autos with 2-way radio; 4 motorcycles with 1-way radio equipment.

GENERAL REVIEW

It was in January, 1854, that S. M. Mezes platted what is now Redwood City, as the town of Mezesville, which name was officially applied to the town in August, 1854.

It had been called "Cachinetac" by the Costanoan Indians, "El Embarcadero" by the Spanish-Californians, and just "Redwood" by the early Americans who disliked the Spanish name.

When it was incorporated on May 11, 1867, it became Redwood City. At that time it had already been the county seat of San Mateo County for fully ten years.

Redwood City is midway between San Francisco and San Jose to the southeast, on the world famous El Camino Real (The King's Highway) now more than a century and a half old.

It lies in the very heart of one of the world's most nearly perfect climate belts.

Air Conditioned by Nature

Sunshine: Observations made in this vicinity under the direction of the U. S. Weather Bureau, over a forty-year period ending in 1952, show an annual average of 231 clear days. The remaining days accounted for cloudy and partly cloudy days, when clouds were visible in some quarter of the sky to any extent whatsoever. During the four-year period, 1948-52, the partly cloudy days numbered only 32 days each year on the average.

Temperature: In the four-year period, 1948-52, the temperature dropped below 25° F only once, and only twice during those years did the thermometer register more than 101° F.

For this same four-year period the average mean maximum temperature was 68.58° F. and the average mean minimum temperature was 45.01° F. For these years 1945-1949, the average annual temperature of Redwood City was 57.29° F.

Humidity: Records kept under the direction of the U. S. Weather Bureau from 1948-1952, inclusive, show that the average relative humidity or moisture content of the air was 79.93 per cent. These records show that summer weather is free from humidity, and that humidity is relatively high in winter only—the exact opposite of many other parts of the United States.

Rainfall: For the ten-year period ending June 30, 1952, weather records in Redwood City show the average annual precipitation or rainfall to have been 20.59 inches. Previous records kept at a nearby station over a thirty-six-year period recorded an average of 16.88 inches per annum. Rains come almost exclusively between mid November and April; only rarely in other months.

With an average temperature of 57.29° F, which lies between the mental optimum of 40° F and the physical optimum of 64° F., with an average relative humidity of 79.93 per cent when the ideal percentage is 80, and the desired amount of turbulence or atmospheric changes—Redwood City finds justification for recalling that it is "air-conditioned by Nature."

Recreation: Opportunities for recreation abound in and near Redwood City. Public lighted tennis courts and a soft-ball park for night games are found within the city. The Municipal Yacht Harbor affords aquatic sports. Four golf clubs are near at hand, many sylvan

retreats are to be found among the redwoods, suitable for picnicking, and the ocean shore with its beaches and fishing is within easy access.

Many of the outstanding intercollegiate athletic events in America are held at the Stanford Stadium only five miles away. San Francisco with all the attractions of a metropolitan city is only 25 miles distant. Two beautiful and modern theatres cater to the theatrical wants of the community. The activity of the clubs of the city is indicated by the ownership of its own club house by the flourishing Redwood City Woman's Club.

Educational Facilities: The beautiful Sequoia Union High School stands foremost among the community's educational facilities. It is outstanding among the schools of California. Situated on a splendidly landscaped and wooded tract of forty acres the school plant was provided at a cost of more than a million dollars. Redwood City is proud of the equipment and teaching staff it has provided for its youth. The high school enrollment in 1950 was approximately 5,000.

Twelve public grammar schools and the beautiful new Mt. Carmel Parochial School comprise the rest of the city's educational plant.

Only five miles to the south is the world famous Stanford University with about 4,000 students. Other nearby educational institutions include the Menlo School and Junior College, a private school three miles south, the San Mateo Junior College, a public institution eight miles to the north. The college of Notre Dame (with high school) and St. Joseph's Military Academy at Belmont are also close by. Just across the San Francisco Bay, at Berkeley, is the University of California.

Excellent library facilities are offered by the new \$85,000 Public Library as well as the County Free Public Library.

City Government: In 1929 Redwood City adopted a new municipal charter and established the Council-Manager form of government which has met with great success. Taxes have been controlled and services rendered by the city departments have been substantially increased and improved.

Retail Trade: Redwood City holds an enviable retail business position in comparison with the twelve other cities of San Mateo County, on a per capita basis. Redwood City has become an outstanding medium-price shopping district. Both the cause and the effect of this development are reflected in the establishment in this community of many nationally known retail organizations, which tends to draw business from an extensive trade area.

Transportation: Besides El Camino Real, famed as one of the three most beautiful highways in the world, are two other notable highways serving the Peninsula and Redwood City. The Bayshore Highway provides for uninterrupted automobile travel between San Francisco and San Jose and has cut the ordinary driving time between Redwood City and San Francisco to forty minutes. The Skyline Boulevard is another popular highway down the Peninsula because of the scenic advantages it offers, as it follows the crest of the Peninsula. Already partly constructed is a fourth highway, the Junipero Serra Boulevard, lying between El Camino Real and the Skyline Boulevard.

For access to the east side of San Francisco Bay two highway traffic bridges cross the southern arm of the bay. Just to the east of Redwood City is the Dumbarton Bridge and to the north is the San Mateo-Hayward Bridge, 7.1 miles over an unbroken expanse of water, the longest continuous highway bridge in the world.

Also serving Redwood City are the commuter trains of the Southern Pacific between Redwood City and San Francisco there are 25 trains each way each day, with running times varying from 31 minutes to an average of 45 minutes.

The Pacific Greyhound Lines provide additional highway transportation with busses every half hour, or more frequently.

Agriculture: Besides being a shipping and industrial center and a beautiful home section, Redwood City is situated in one of the world's greatest areas for the production of cut flowers and nursery products. Truck farming is conducted extensively in the county, particularly on the ocean coast side. During the season of 1951-52 a total of 29,600 acres were planted in vegetables, as follows: green peas, 10,000; lettuce, 1,000; cauliflower, 1,000; Brussels sprouts, 1,600; artichokes, 3,000; new potatoes, 1,200; cabbage, 1,700; carrots, 1,200; spinach, 1,000; miscellaneous, 7,500.

Industry: The industrial possibilities of Redwood City have long been recognized as is evidenced by the existing substantial plants and factories: Frank Tannery, Johns-Manville Products Corp., Pacific Portland Cement Plant, Permanente Corp., Plant Rubber & Asbestos Co., S & W Fine Foods, National Motor Bearing Co. Inc., Remington Rand Inc., Schwarz Engineering Co., Chemical Process Co., California Body & Trailer Mfg. Co., U. S. Printing & Lithograph Co., Burroughs Adding Machine Co., Redwood Wholesale Grocery Co., Dole Engineering Co., PABCO.

Redwood City occupies a natural position in which the general business district and residential section of the city are remote from the bayshore industrial area. Natural air currents further protect the home areas.

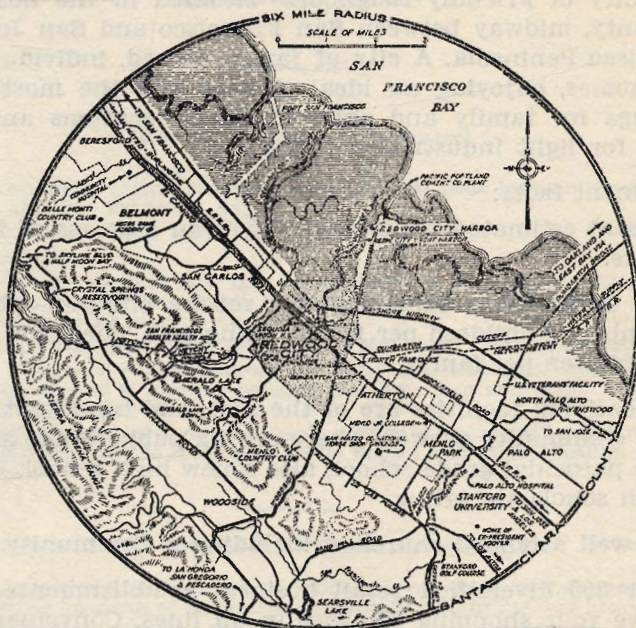
Deep water facilities offered by Port Redwood City opened in 1937 as a municipally owned harbor, \$188,000 having been expended to complete a channel 200 feet wide and 27 feet deep with a turning basin 1,800 feet long by 700 feet wide in front of publicly-owned wharves. Transit sheds, scales and carriers were provided with an additional \$172,000 and approximately \$100,000 has since been expended for warehouse and other facilities.

With the initial success of the new port a great industrial development is assured for Port Redwood City. On the vast tidelands and marshlands are ideal sites for industries now unable to find suitable locations in the metropolitan area, because of congestion or prohibitive land costs. For firms whose raw materials or manufactured products are water-borne, Port Redwood City may well be a mecca. Competitive rail and water services provide advantages heretofore lacking, and alert industrial concerns will not long disregard them.

World Center for Chrysanthemums: In 1904 the cultivation of chrysanthemums under cheesecloth was introduced in Redwood City. This new method produced a hardier bloom which could be shipped great distances. A sensation was caused in 1913 by shipping a solid train load of twenty cars to New Orleans for the historic All Saints' Day. Since that time the industry has developed at an amazing pace. Hundreds of iced express cars are sent to eastern markets each fall. Redwood City is in the heart of this thriving chrysanthemum industry, which produces from \$3,000,000 to \$5,000,000 annually. Not only is Redwood City the greatest commercial producing center for chrysanthemums in the world, but the entire county of San Mateo is noted for its floral and nursery production. San Mateo County flowers took sweepstakes at the California state fair four years in succession, 1929-32. The exhibits entered consisted principally of chrysanthemums, roses, carnations, dahlias, zinnias, asters, gladioli and delphinium. The county's annual bouquet of cut flowers sells for many million dollars.

Environs: With a single exception San Mateo County is one of the fastest growing areas in the United States.

The southern part of the county comprises a closely knitted and mutually dependent section. Roughly it is included in a circle within a radius of six miles from Redwood City. The territory in question includes a population of 75,000 people. The rapid growth of Redwood City is continuing at the same approximate rate.



Highly favored in climatic conditions, including almost complete freedom from fogs and adverse winds, this six-mile circle comprises an ideal residential and business area.

We invite you to visit this six-mile circle of beautiful homes and prosperous business. For further information write to the Chamber of Commerce, P. O. Box 428, Redwood City, California.



SAN CARLOS

"The City of Friendly Neighbors" situated in the heart of San Mateo County, midway between San Francisco and San Jose, on the San Francisco Peninsula. A city of family owned, individually styled "livable" homes, enjoying an ideal climate and the most healthful surroundings for family and children. Ideal locations and working conditions for light industrial activity.

Some pertinent facts:

- a. Present estimated population 19,500, an increase of 290% in 10 years.
- b. San Carlos is an ideal spot for raising children—the average number of children per family being 1.65. The State average is .5 children per family.
- c. Educational facilities are of the best, and have kept pace with the community growth. There are six public grade schools and one parochial grade school, also a new high school. All enjoy a high scholastic rating.
- d. Six well attended churches, including a Community Church.
- e. Over 200 diversified retail business establishments—ready to serve your shopping pleasure in all lines. Convenient parking with no meters.
- f. More than 100 industrial establishments, in an industrial area entirely separate from the residential sections of the City. Light industry, in the main.
- g. San Carlos is a nationally recognized center of the electronics industry.
- h. Excellent, fast and frequent train service to San Francisco also fast bus service every seven minutes.
- i. Industries are served by the Southern Pacific Co. and by many trucking lines with country-wide service. A deep-water port (the Port of Redwood City) is but two miles distant.

A planned community, planned for YOUR living and planned for YOUR BUSINESS.

COURTESY CHAMBER OF COMMERCE

MENLO PARK

STATISTICAL REVIEW

(Courtesy Chamber of Commerce)

Location—28 miles south of San Francisco on an alluvial plain between the Coast Range Mountains and San Francisco Bay.

Elevation—Maximum 140 feet; minimum 2 feet.

Area—3.6 square miles.

Climate—The average summer day time temperature is 75, average winter day time temperature is 58. Average rainfall for a 37-year period is 15.85 inches. Average day time relative humidity is 40 to 60 percent.

Population—1930, 2,254; 1940, 3,258; 1945, 4,182; 1950, 13,587; 1953, 23,000 estimated.

Transportation—Southern Pacific Railroad, all major stage and truck lines. San Francisco International Airport is halfway between San Francisco and Menlo Park and is a terminus of all major airlines.

Schools—Excellent elementary and high schools, private and parochial. Stanford University bounds Menlo Park to the south and Menlo School and College bounds Menlo Park to the north.

Menlo Park is a friendly residential community, essentially rural in character and charm.

Menlo Park does not have or need parking meters. Free offstreet parking plazas which accommodate hundreds of automobiles are constructed in the very heart of the city.

Stanford University, adjoining Menlo Park on the south, provides many educational, recreational and athletic events open to the public. Stanford Research Institute laboratories and a portion of the University's facilities known as Stanford Village are located in the city.

Menlo School and College is situated just outside of the city to the north. There are excellent public, private and parochial schools.

The city recreation program is carried on at two parks and five schools.

Linfield Oaks, a professional-administrative office zone, houses such companies as Lane Publishing Co., publishers of Sunset Magazine, Allstate Insurance Co., American Insurance Co. and Magna Engineering Co., makers of Shopsmith.

