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DIRECTORY

1959

Containing an Alphabetical Directory of Business Concerns and Private Citizens, a Directory of Householders, Occupants of Office Buildings and Other Business Places, Including a Complete Street and Avenue Guide, a Numerical Telephone Directory and Much Information of a Miscellaneous Character; also the

YELLOW PAGES

With a Special ADVERTISING SECTION
and a Complete
CLASSIFIED LIST

FOR CONTENTS SEE INTRODUCTION AND GENERAL INDEX

SOLD ON SUBSCRIPTION



R. L. POLK & CO., Publishers

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INTRODUCTION

and GENERAL INDEX

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

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 in 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.

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 or services 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 Redwood City, 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 and business and professional concerns 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 Redwood City, and the name, official personnel, nature and address of each firm and corporation.

III. THE DIRECTORY OF HOUSEHOLDERS, INCLUDING STREET AND AVENUE GUIDE, 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 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.

IV. THE NUMERICAL TELEPHONE DIRECTORY is the fourth major department, printed 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 700, 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

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REDWOOD CITY

"Climate Best by Government Test"

STATISTICAL REVIEW

(Courtesy of Chamber of Commerce)

Form of Government—Mayor, City Manager and Council.

Population—45,500.

Area—8.2 square miles.

Altitude—8 feet.

Climate—Mean annual temperature 57.29 degrees F.; average annual rainfall (or precipitation) 16.88 inches.

Assessed Valuation—\$132,907,310 with \$1.25 per \$100 tax rate.

Predominating nationality in city is American.

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

City's Bonded Debt—\$1,528,000.

Financial—Seven banks and two building and loan associations.

Post Office Receipts—\$872,734.

Telephones in Service—31,543.

Church Buildings—36.

Building and Construction—Value of building permits \$9,995,642.

Industry—Number of establishments, 126, employing 5,000 men and women. Principal manufactured products are: leather goods, canned foods, cement, salt, asbestos, duplicating machine supplies, motor shims and seals, tape recorders, electronics and plastics. 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.

Motels—There are 12 motels and 1 hotel, with a total of 310 rooms.

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

Amusements—There is one theatre, yacht harbor, public swimming pools, tennis courts, baseball diamonds and community center.

Education—Number of schools, 19, including 2 high schools and 3 parochial and diocesan schools. Number of pupils in public schools, 11,591, in private schools, 750. Total of all teachers is 461. There are 296,000 volumes in the 2 libraries of the city.

City Statistics—Total street mileage, 121, with 110 miles paved. Miles of sewers, 87. Number of water meters, 13,412, electric and gas meters, 29,491. Capacity of water storage 5,000,000 gallons purchased from San Francisco. 100 miles of mains.

City Fire Department—52 men. 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, squad truck

with 500 gal. pump, and 1 aerial ladder truck, 75 foot; 10,300 ft. fire hose in active service; fire alarm; 10 circuit switch board, 6 box circuits, 3 alarm circuits, 128 fire alarm boxes, 1 drill tower. Three stations, 1 central, 1 east side, 1 west side, 1 fire alarm truck, pickup.

Police Department—Has 53 men with 1 station and 17 pieces of motor equipment—8 autos with 2-way radio; 3 mopocycles with 1-way radio equipment, and 3 mopocycles with 2-way radio.

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 has 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.

Temperatures: In the four-year period, 1950-54, the temperature dropped below 25 degrees only once, and only twice during those years did the thermometer register more than 101 degrees F.

For this same four-year period the average mean maximum temperature was 68.58 degrees F. and the average mean minimum temperature was 45.01 degrees F. For these years, 1950-54, the average annual temperature of Redwood City was 57.29 degrees F.

Humidity: Records kept under the direction of the U. S. Weather Bureau from 1950-54, 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, 1955, 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 degrees F., which lies between the mental optimum of 40 degrees F. and the physical optimum of 64 degrees 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 "airconditioned by Nature."

Recreation: Opportunities for recreation abound in and near Redwood City. Public lighted tennis courts, swimming pools 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. The Redwood City Recreation Department offers many and varied programs for adults as well as children. Cultural aspects of the city include the Peninsula Symphony Association, Little Theatre groups, Community Concerts, etc. There are over 100 social, fraternal and service organizations and clubs in the city.

Educational Facilities: Redwood City has two public high schools which afford the latest in modern equipment and teaching methods. One of these, the Sequoia Union high school, was provided at a cost of more than a million dollars and is located on a wooded tract of forty acres.

Seventeen public grammar schools and three parochial schools comprise the rest of the city's educational plant.

Only five miles to the south is the world famous Stanford University with about 7,600 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) is also close by. Just across the San Francisco Bay, at Berkeley, is the University of California and in Oakland is the famous Mills College for women.

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 department 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. Redwood City's "Quality Market" index is 130% or 30% above the national average.

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 31 minutes to an average of 45 minutes.

The Pacific Greyhound lines provide additional highway transportation with busses every half hour, or more frequently, with a total of 185 scheduled runs between Redwood City and San Francisco daily.

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 country, particularly on the ocean coast side. In 1954, 6,696 acres were planted in vegetables. Largest crops being brussels sprouts, 2,738, and artichokes, 1,791.

Industry: The industrial possibilities of Redwood City have long been recognized as is evidenced by the existing substantial plants and factories: Frank Tannery, Ideal Cement Plant, Permanente Corp., S & W Fine Foods, Ampex Corp., National Motor Bearing Co. Inc., Remington Rand Inc., Chemical Process Co., U. S. Printing & Lithograph Co., Burroughs Corp., Redwood Wholesale Grocery Co., Dole Engineering Co., PABCO, Bemiss-Jason Corp., Detroit Controls Corp., Kaiser Gypsum, Oddstad Homes, General Electric, Anaconda Wire & Cable, Leslie Salt, National Seal, and numerous electronic and plastic manufacturing plants.

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

Redwood City has the only deepwater port in the South Bay area. Municipally owned port property consists of 83 acres, part of which is available for industries requiring deepwater transportation. Berthing space is sufficient to accommodate four large ocean going vessels at one time. Covered and open dock space and improved ground areas available for the assembly, storage and shipment of cargo. Channel 27 feet in depth, m.l.l.w., 200 feet wide with turning basin 1800 feet long, 700 feet wide being maintained by the Federal government. Average tide $8\frac{1}{2}$ feet twice daily. Project to deepen channel to 30 feet, m.l.l.w., and widen it to 300-400 feet, with additional turning basin, already approved by the Federal government.

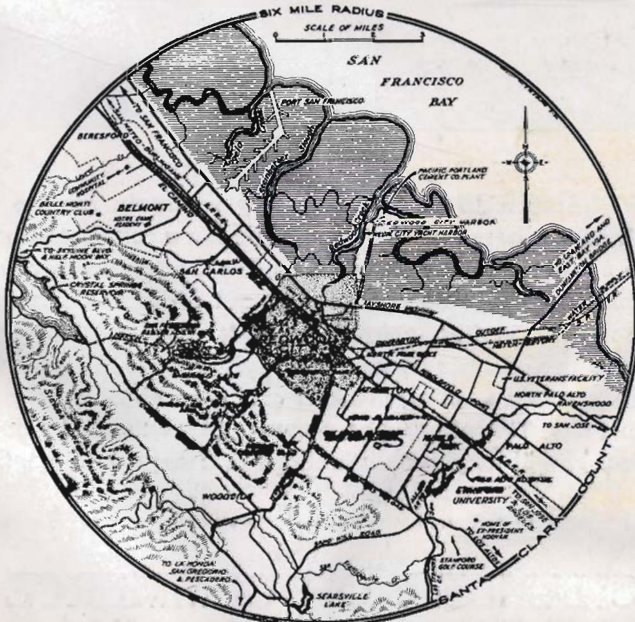
During the fiscal year ended June 30, 1955, 118 deepcraft vessels called at the Port to load and/or discharge 967,117 tons of cargo. Most of the vessels, when loaded, drew between 25 and 30 feet of water. Total watercraft (vessels and barges) was 2,890. Total cargo handled amounted to 2,660,309 tons.

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 tons are sent to eastern markets each fall by plane and rail. Redwood City is in the heart of this thriving chrysanthemum industry, which produces from \$1,500,000 to \$3,000,000 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 and again in 1947, 1948 and 1955. 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 with a radius of six miles from Redwood City. The territory in question includes a population of 125,000 people. The rapid growth of Redwood City is continuing at the same approximate rate.

Highly favored in climate 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, PO Box 426, Redwood City, California.