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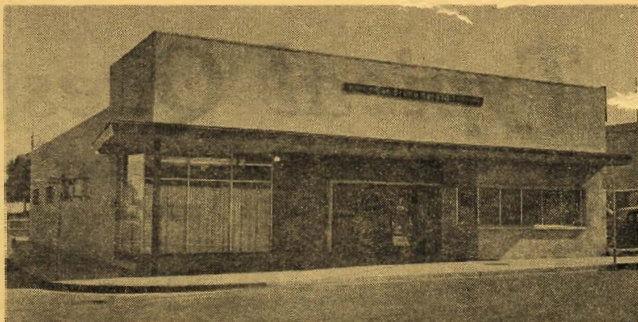
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POLK'S SAN BRUNO

(SAN MATEO COUNTY, CALIF.)

CITY DIRECTORY

1955

Including Suburban Area

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 a

BUYERS' GUIDE

and a Complete

Classified Business Directory

FOR DETAILED CONTENTS SEE GENERAL INDEX

Sold on Subscription



R. L. POLK & CO., Publishers
1070 Bryant St., San Francisco 3, Calif.

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INTRODUCTION

R. L. POLK & CO., publishers of the San Bruno City Directory, as well as more than 750 other city, county, state and national Directories, present to subscribers and the general public this, the 1955 edition of the San Bruno City Directory which also includes the Suburban area.

Confidence in the growth of San Bruno and vicinity'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 San Bruno 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, 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 San Bruno City Directory will fulfill its mission as a source of authentic information pertaining to the community.

Five 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 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 San Bruno and vicinity, and the name, official personnel, nature and address of each firm and corporation.

THE DIRECTORY OF HOUSEHOLDERS, INCLUDING STREET AND AVENUE GUIDE, is printed 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 and telephone numbers as supplied to us on canvass are shown opposite the name.

THE BUYERS' GUIDE, preceding the Classified is printed on goldenrod paper, contains the advertisements of leading manufacturing, business and professional interests of San Bruno. The advertisements 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

San Bruno the necessity of having this kind of information 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 printed on canary paper. This department lists the various manufacturing, mercantile and professional interests of San Bruno 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 San Bruno and Suburban area is 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 the San Bruno Community, 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 San Bruno City Directory, a Directory Library is maintained at the San Bruno 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

SAN BRUNO

"Friendliest Spot on the King's Highway"

STATISTICAL REVIEW

(Courtesy Chamber of Commerce)

Form of Government—Council-Manager. 5 Councilmen, one of whom is chosen Mayor. Incorporated in 1914. City Planning Commission.

Population—1939— 6,519

Population 1944—11,000

Population 1953—15,623

Population 1955—16,600

Registered Voters—7,528

Retail Sales—(1954) \$15,061,000

Location—San Bruno is fourteen miles south of San Francisco. County Seat located in Redwood City, twelve miles south of San Bruno.

Area—5,025 acres.

Total Street Mileage—45 miles.

Altitude—Fifty feet above sea level.

Climate—Average about 65 degrees. 1953 average summer daytime temperature 75 degrees. 1953 average winter daytime temperature 50 degrees. Average rainfall 16.81.

Assessed Valuation—\$19,500,000.

Tax Rate—\$1.47 per \$100 for city and \$4.654 per \$100 for county assessed valuation \$5.379.

Bonded Indebtedness \$271,000.00.

Building and Construction—Value of Building Permits—
1939—\$2,000,000.
1944— 1,200,000.
1953— 6,004,000.

Financial—Two Banks—American Trust Co. and Bank of America.

Two finance companies.

Principal Manufacturers and their Products—Acme Iron Works, ornamental iron; H. S. Crocker Co., stationers and lithographers; Eitel-McCullough, Inc., radio tubes; Marelich Mfg. Co., sheet metal products, heating and ventilating; Sunmaster Products Co., venetian blinds; Regan Mfg. Corp., musical instruments.

Post Office Receipts—

1940—\$ 19,857.62.

1945— 208,054.30.

1949— 108,541.46.

1953— 160,908.12.

1954— 187,870.15.

Telephones in Service—Juno 8 and 3 Exchanges—15,482.

Newspapers—Two weekly newspapers and two shoppers.

Motels—Four.

Transportation—Southern Pacific Railroad, Pacific Greyhound Bus Lines, local taxi service and local bus lines.

Airport—San Francisco International Airport located one mile east of San Bruno.

- Parking Areas—Adequate parking facilities.
- Amusements—One moving picture theatre, three others within a radius of one mile of San Bruno. Community playgrounds and parks, social halls, clubs and meeting rooms, tennis courts, baseball and softball diamonds and swimming pool for children under twelve.
- Recreation—23 acres of play areas in park with full time Recreation Director. Youth center under construction, supervised playground. Folk dancing, softball leagues and badminton classes. Community Concert Association providing the best in concert artists.
- Hospitals—Construction on the North County Hospital underway. This hospital will provide 106 beds which can be expanded to 310 beds. A county hospital is located seven miles south of San Bruno. Within a few miles are two private hospitals.
- Medical Services—Doctors and surgeons, dentists, optometrists and therapists.
- Churches—9 of various denominations.
- Education—Five elementary schools, one of which is Parochial. Capuchino High School. Parkside Junior High School completed.
- Libraries—One with over 40,000 volumes. City owned. New \$150,000 library completed.
- Civic Organizations—Approximately 40.
- Facilities—Child care nursery and well baby clinic.
- Electricity—Rates first block 40 K. W. H. 4.2¢ per kwh. Service charge 65¢ a month.
- Fire Department—Adequate fire department assures us of one of the lowest insurance rates on the Peninsula.
- Gas—Natural gas, first 200 cu. ft. and service charge 90¢ per month. Next 2,300 cu. ft. per 100 cu. ft. 5.54¢ per month.
- Water Service—City owned. \$1.25 for 1st 500 cubic feet. 15½¢ per hundred for all additional water on 5/8" meter. Minimum service charge.

GENERAL REVIEW

Lieutenant Bruno Hecate, surveyor and naval officer to the King of Spain, reached the range of mountains between San Francisco and the Peninsula in his search for a proper site for the Mission Dolores and the San Francisco Presidio. The officer named the mountains in honor of his patron Saint Bruno. From these mountains north of San Bruno, the city selected its name.

Divided by the historic route of Spanish missionaries and explorers, the El Camino Real, San Bruno lies fourteen miles south of San Francisco. Protected from ocean winds and fog by the Sierra Morena mountain range to the west, flanked by the beautiful inland waters of San Francisco Bay to the east, San Bruno means friendly suburban living to almost seventeen thousand people.

At the turn of the century San Bruno and its environs boasted the "show place estates" of San Francisco's wealthy citizenry. Today, San Bruno is "home" to thousands of middle-income families. Lured by warm summer days and temperate winters . . . San Bruno has an average of 291

sunny days each year . . . and an easy, informal way of life, families have settled in San Bruno at an ever increasing rate. In the past ten years, San Bruno population has nearly tripled.

While a number of San Brunans are employed in San Bruno, the great majority commute to and from offices and industrial plants in San Francisco. Excellent service provided by trains and buses has brought San Francisco within twenty minutes traveling time from San Bruno.

San Bruno is basically a "family town." Nine churches of various denominations serve its citizens. Staffed by experienced teachers, San Bruno's five elementary schools, one of them Parochial and Capuchino High School provide education for San Bruno children. Taxed to capacity by the upsurge in population, schools now operate to their fullest extent in order to meet educational needs of San Bruno children. Now under construction is the Parkside Junior High School.

1953 marks the completion of San Bruno's new City Hall. Located on El Camino Real, it is an outstanding example of modern architecture and beauty.

Outstanding among the city's attributes is San Bruno City Park. Located in gently rolling hills just west of El Camino Real and within walking distance of most San Bruno homes, City Park is a recreation mecca for children and grownups.

Twenty-three acres of lawn, green shade trees and thick shrubs form shade about picnic tables, barbecue pits, and children's wading pools. Centered in City Park is a night-light baseball and softball diamond. Top-flight tennis courts are provided. A full-time recreation director is present to assist San Bruno children of all ages in games and competitive sports.

The popularity enjoyed by City Park has made it a gathering point for San Bruno's forty civic organizations and city-wide celebrations.

Noteworthy among San Bruno events is the Posy Parade, a floral festival for children. Annually, fifteen hundred children participate in the floral procession. Each year twenty thousand people watch the youngsters march amid lovely floral floats, many of them designed by the children themselves.

For those seeking a variety of outdoor activities, bay waters and the ocean shore provide a year-round boat, surf, and deep-sea fishing. The ocean beaches are popular for outings and swimming. Fresh water lakes are also nearby.

The hills and mountain ranges provide miles of trails for hiking and horseback riding. Several private and municipal golf courses are minutes from downtown San Bruno.

San Bruno's city government provides an efficient fire department, one assuring San Brunans of one of the lowest fire insurance rates on the Peninsula. A well-staffed police force serves the city. Police patrolmen are stationed at all major street crossings for the protection of school children.

Running north and south through the main section of the city is San Mateo Avenue, shopping center for San Bruno families. Every type of business required by a modern, growing city is present in San Bruno.

"Shopping at Home" is a habit with San Bruno families because the quality and price of goods meet the standards established in the metropolitan areas, with the important added advantage of being readily accessible.

Smaller, more compact business areas such as the Mills Park Shopping center also serve new home tracts in the outlying districts of San Bruno.

That section of El Camino Real passing through San Bruno is bordered on either side by nine major automobile dealerships. A number of other business establishments border El Camino Real.

Industry provides year-round employment for thousands in the area. Such companies as the H. S. Crocker Printing Co. and Eitel-McCullough, Inc., one of the world's largest manufacturers of transmitting tubes, are located in San Bruno. Soon to be completed is the new building which will house the western branch of the Providence-Washington Insurance Co.

San Bruno combines the new and the old. Linked to the shadows of Spanish conquerors and to men of God building missions for the heathen as they moved down the King's Highway, El Camino Real, San Bruno's roots are deep in history . . . a history touching the city with human warmth, with tradition and color.

And yet San Bruno's rapid growth is modern and well-planned. It is a friendly city. Its people have discovered the real enjoyments of life within the borders of "their town." San Bruno, "Friendliest Spot on the King's Highway," represents suburban living at its finest!

