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The Tall Tree

PALO ALTO HISTORICAL ASSOCIATION

GENERAL MEETING

Sunday, November 5 at 2:00 p.m.
Lucie Stern Community Center
1305 Middlefield Road, Palo Alto

Free & open to the public
Cookies & coffee

The Rise of the Silicon Valley Entrepreneurs, Post W.W.II



SPEAKER:
Steve Blank, Entrepreneur &
Faculty Member at Stanford
University and U.C. Berkeley

The Entrepreneurs in the Palo Alto and Stanford Environs, Post W.W.II: one of the transforming phenomena for Palo Alto and the surrounding area in the late '40s and early '50s was the rise of the high tech industry and a new breed of entrepreneurs fueled by venture capitalists. How the new industry was brought here and by whom is a fascinating story, one you won't want to miss.

Our November speaker, Steve Blank, is a retired serial entrepreneur with over 28 years of experience as a founder and executive in high technology companies. He has been part of or co-founded eight Silicon Valley startups, running the gamut from semiconductors, video games, personal computers, to supercomputers. Steve's last company was E.piphany, an enterprise software company. Currently he teaches entrepreneurship at U.C. Berkeley's Haas Business School, Columbia University and Stanford University's Graduate School of Engineering. Steve is also on the board of Audobon National & California Audobon.

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PALO ALTO HISTORICAL ASSOCIATION

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The Palo Alto Historical Association, a non-profit organization, was established in 1948 as successor to an earlier organization founded in 1913. Its main objectives are:

- Collect, organize, and preserve materials pertaining to the history and heritage of Palo Alto.
- Spread information about Palo Alto's history by means of programs, displays, and publications.
- Recognize and preserve historic sites and structures.

The Guy Miller Archives of the Palo Alto Historical Association are stored at the Main Library, 1213 Newell Road.

Board meetings are held the first Wednesday of each month (except for August) at the Lucie Stern Community Center at 4 p.m.

General meetings are held the first Sunday of each month (Oct.–Dec., Feb.–May) at the Lucie Stern Community Center at 2 p.m. The final general meeting of the year is held in June and includes a dinner and a program. The public is welcome at all meetings.

PAHA HERITAGE PROGRAMS
⌘ CHANNEL 30 ⌘

OCTOBER: ROXY REMEMBERS
NOVEMBER: THE 1950s, OUR SCHOOLS AFTER WWII

SCHEDULE

Wednesdays	8:00 p.m.
Thursdays	Noon
Saturdays	1:00 p.m.

Videos of past PAHA meetings can be checked out from the Main Library's History Desk during historian's hours:

Tuesday evenings
Thursday afternoons

**A NOTE
FROM THE
PAHA
BOARD**

Our long-time editor and past president, Susan Bright Winn, is moving with her family to a new home near Ashland, Colorado, this December. We all wish her well and look forward to her future visits to Palo Alto. At the same time, we would like to welcome back Ruth Lacey as the new Tall Tree editor. Ruth is a long-time member of PAHA and one of our former videographers.

Upcoming events include the "60 Over 50" celebration at the Cardinal Hotel on the 26th of this month and the annual glimpse into the past on December 3. Karen Holman is already seeking long-time Palo Altans willing to share their precious memories of days gone by.

Board member, Gwen Barry, says that the updated edition of "Parks of Palo Alto" is now available. As the editor, Liz Hogan, puts it: "Hot off the press is the latest edition...a joint publishing effort between the Palo Alto Historical Association and The Friends of the Palo Alto Parks." This third edition includes two new parks: Heritage Park (2005) and the Stanford/Palo Alto Community Playing Fields (2006). The book presents the history of each city park, (Did you know that the Lawn Bowling Green sits on the site of the old Peninsula Hospital?), and gives a biographical sketch of the individual for whom the park was named. The book will be available for six dollars at the PAHA General Meetings as well as from Steve Staiger at the history desk in the Main Library. His on-site hours are Tuesday evenings and Thursday afternoons.



**FROM THE
DESK OF THE
HISTORIAN**
STEVE STAIGER

In the fall of 1906 Palo Alto business was nearly back to normal in the town and on campus. Stanford University had reopened in September after suspending operations following the earthquake in April.

John F. Parkinson and others had been working hard to establish a streetcar line to connect the town and campus.

The tracks ran from the campus, down University Avenue, to San Francisquito Creek. A branch line turned south at Waverley Street and ran nearly to Oregon Avenue. A short spur ran to the trolley barn on Hawthorne Avenue.

November 15, 1906 was the grand opening. A school holiday was declared so the students could attend the 'Gala Day'. A number of the town's young women acted as streetcar conductors on the first day, collecting the nickel fare which went to benefit the local churches.

A balloon ascension and parachute leap were advertised. There were games and contests for all ages, including a 'fat gents' race for some of the older men in town, and tug-of-war contests between students of competing schools. A rain storm delayed the aerial event, but overall spirits were not dampened.

The streetcar system went on to serve to town and campus for nearly 20 years before the popularity of the automobile and other factors resulted in the tracks being removed in 1925. The trolley barn can still be seen today on Hawthorne Avenue.



WHY “SILICON VALLEY”?

Silicon is an essential component of the modern microprocessor. While Silicon is essentially an insulator, adding certain elements (impurities) to it, in a process known as doping, increases the number of charged particles that are free to move about within the Silicon and are able to carry an electric current. The more impurity is added, the more conductive the Silicon. It becomes a semiconductor.

California native William Shockley worked on the transistor at Bell Labs in the 1950s with John Bardeen and Walter H. Brattan. At odds with the administration, he quite the company in 1953, moved back to California, and started the Shockley Semiconductor Laboratory on San Antonio Road. His goal was to produce a more advanced transistor (later known as the Shockley diode). After working with Germanium and finding it unsatisfactory as semiconductor material, he became the first area scientist to turn to Silicon. Others followed.

Journalist Dan Hoefler, a writer for the trade paper “Electronic News,” first used the term “Silicon Valley” in 1971 in a series of articles titled “Silicon Valley U.S.A.” As the name caught on, the term “Silicon Valley” became part of the American lexicon.



OTHER SILICON PLACE NAMES

- Silicon Alley, New York
- Silicon Corridor, England.
- Silicon Glen, Scotland
- Silicon Gulf, Philippines
- Silicon Hill, Texas
- Silicon Wadi, Israel



A late 1950s or early 1960s view of the Stanford Industrial Park looking westward with El Camino Real at the bottom of the image. Kodak Eastman, Varian and Hewlett-Packard facilities are visible, but the Palo Alto Square location is an open field. Barron Park and the open foothills are visible. (Courtesy of the Palo Alto Historical Association archives.)



Stanford Industrial Park in 1985. This view centers on Page Mill Road. The Palo Alto Square complex is on the left up to the Hewlett-Packard building on the hill. A portion of College Terrace can also be seen. (Courtesy of the Palo Alto Historical Association archives.)



Gordon Moore of Intel stands beside the plaque honoring the “First Commercially Practicable Integrated Circuit,” August 9, 1991. (Courtesy of the Palo Alto Historical Association archives.)

Gordon Moore, Entrepreneur

When Gordon Moore began working with William Shockley at the Shockley Semiconductor Laboratory Division of Beckman Instruments in 1956, he barely knew what a semiconductor was. Yet, ten years later he had left that company along with the Traitorous Eight to co-found Intel, the largest silicon chip manufacturing company around, and was well on his way to being one of the greatest visionaries of the semiconductor world. His computer rule of thumb, Moore’s Law, predicts that the number of components on a single silicon chip would continue to double every year.

Moore was born in San Francisco (January 3, 1929) and grew up near Palo Alto. He received a B S degree in Chemistry from UC, Berkeley in 1950 and a PH D in Chemistry and Physics from the California Institute of Technology in 1954.

PALO ALTO HISTORY MUSEUM CELEBRATES



**"Businesses We
Grew UP With"**

Thursday, October 26
5-7 PM
The Cardinal Hotel

Please join us!
Light refreshments &
free nostalgia

Please Join Us! Light Refreshments and Free Nostalgia! The Palo Alto History Museum Project is sponsoring a celebration of 60 Palo Alto businesses that have been here for 50 years or more.

The variety is impressive—from food store to dance studio to hardware store to jeweler to bookstore to barbershop to family run chains. All have contributed to the essence of Palo Alto.

Of special note is the fact that Fred Hengehold, founder of the Hengehold Motor Co. in 1948, is still alive at age 103. The celebratory event will be held at the historic Cardinal Hotel at the corner of Ramona and Hamilton in Palo Alto. If you are interested in attending, contact Karen Holman at 322-3089 or email her at kcholman@sbcglobal.net. For more information, visit event@pahistorymuseum.org.



**WELCOME TO
OUR NEW MEMBERS**

Olive & John Borgsteadt

**INTERESTED IN
BECOMING A PAHA MEMBER?**

Here's how... Pick up a brochure at any library or one of our general meetings. Or, send your name, address, phone number and email address to

PAHA, P.O. Box 193
Palo Alto, CA 94302

with a check for your choice of membership: Individual: \$25; Family: \$40; Sustaining: \$60; Business: \$100; Life: \$350.

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