

joined the Stanford faculty in 1966 and has been a campus resident since 1969. Building on earlier work by Stanford Historical Society members, Cottle pored over early Stanford maps in the University Archives, Branner Earth Sciences Library, and Stanford Maps and Records office, and hunted through biographies and autobiographies, obituaries, local histories, and other archival records.

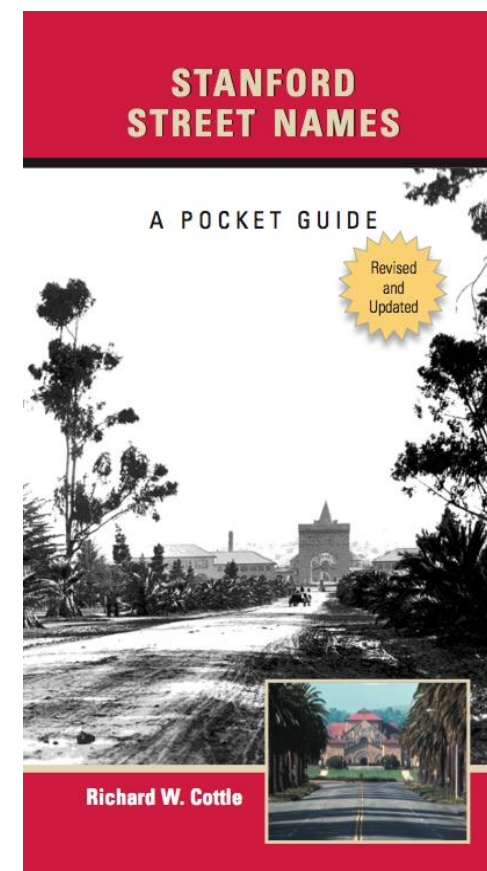
The book is available for \$9.95 (plus \$0.87 sales tax for CA residents and \$6.00 shipping and handling fee per book) at the Stanford Bookstore or from the Stanford Historical Society, P.O. Box 20028, Stanford, CA 94309 (650-725-3332). If you are interested in bulk purchase, please contact the Historical Society directly.

The Stanford Historical Society was founded in 1976. Its mission is “to foster and support the documentation, study, publication, and preservation of the history of the Leland Stanford Junior University.” The Society supports itself financially through memberships and gifts, and participates in University efforts to determine and recognize the historical significance of campus places and accomplishments. To join, or to check out our programs, please go to the SHS web site:

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***Stanford Street Names:  
A Pocket Guide***

**Revised and Updated**

**Richard W. Cottle**

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**Why does Stanford have streets named Electioneer, Lasuen, Charles Marx, Olmsted, and Santa Teresa?**

**A revised and updated pocket guide to Stanford streets tells all**

If you have ever wondered about these or other street names on the Stanford campus, you have a kindred spirit in Stanford professor Richard W. Cottle. In the early 1990s, he started exploring archival records, local histories and maps to document the who, what, why, and when behind more than 130 street names on the Stanford campus. The result was *Stanford Street Names: A Pocket Guide*, published in 2005. Much has changed on campus, and an enlarged version of Cottle's guide has just been published by the Stanford Historical Society.

The easy-to-use field guide illuminates more than 120 years of Stanford's evolution from a sprawling rural estate and stock farm into a lively university and residential community. In addition to a modern campus map, the book includes two historic maps, a traffic cartoon, more than 160 entries, and 65 archival photographs.

Aside from a handful of uninspired names—North Service

Road, for example—most Stanford street names evoke important aspects of the university's history: early California and local history, early campus faculty, locally important trees and landscape.

After an initial bit of street naming by the university's first president, David Starr Jordan—in love with his new California home—the naming process was somewhat casual, yet mindful of selecting names appropriate to the university's history. Whether the result of an early president's romanticism, the faculty's desire to honor respected colleagues, or simply recognition of the university's distinctive flora, the street names gathered in this compendium reflect a community conscious of its special identity.

Streets named for Peter Coutts, an early landowner whose Ayrshire Farm was purchased by Leland Stanford, and Electioneer, premier trotting horse on Stanford's Palo Alto Stock Farm, commemorate pre-university days. Samuel Morris, dean of the School of Engineering at the end of the Depression, is among many faculty members fondly remembered. As for Sand Hill Road, a popular wagon route into the foothills to the town of Searsville, its name "reflects the old road's condition, which went from knee-deep dust in summer to nearly

impassible adobe mud after winter rains," Cottle writes.

Stanford's base map has changed repeatedly since construction of the Quadrangle (which caused rerouting of a popular thoroughfare across the Stanford property). By including streets now gone, foreshortened, or redirected, the book reveals changes fostered by population growth, construction, and traffic flow. Since the first edition, Lane A, a service road off Campus Drive, has had its name changed to O'Connor Lane in honor of Sandra Day O'Connor, A.B.'50, J.D.'52, the first woman appointed to the U.S. Supreme Court.

Palm Drive, originally called University Avenue, was off limits to motor vehicles when the 1908 Map of Lands of the Leland Stanford Junior University was first printed. The Palo Alto Stock Farm was still much in evidence, not only its former racetracks and paddocks, but also its vineyard and roads, including Governor's Avenue and Pine Avenue (a portion of today's Campus Drive). Also included is a 1956 campus map, which appeared just before the burst of automotive traffic and building activity of the 1960s prompted the creation of the ring road, Campus Drive.

Cottle, emeritus professor of management science and engineering,

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