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LAURESTON CRAIG, Representative

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SAN FRANCISCO

LOS ANGELES

PORTLAND

SEATTLE

OAKLAND

# Directory and Reference Media

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THE reference medium or directory, whether it is a city directory, state gazetteer or a business directory, ties up closely with other forms of advertising. It is distinguished from the creative style of advertising in that it is passive while the buyer is active. On the other hand, the creative advertising in newspapers, magazines, trade papers, etc., is active while the buyer is passive.

Both are necessary in a well-rounded campaign. The function of creative advertising is to make people want what they did not want before, and to educate them to the point where they are conscious of that want. Reference advertising is an aid at the critical time when the initiative has passed from the seller to the buyer; when the desire to buy is strong, and the question is whether the prospect will buy the advertised article, another brand, or cool off altogether while waiting for the "catalog and name of nearest dealer." If the advertisement which suggested the want can be supplemented by another directing the prospect to the place where he can see the goods, the efficiency of the entire advertising expenditure will be greatly increased.

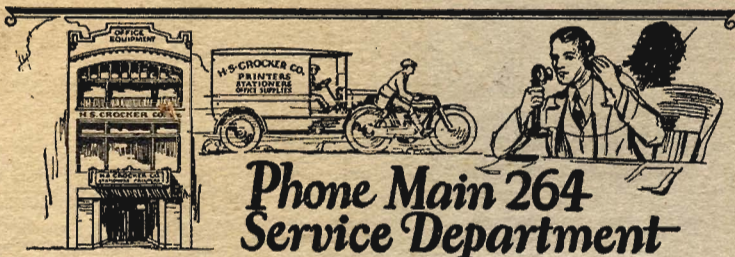
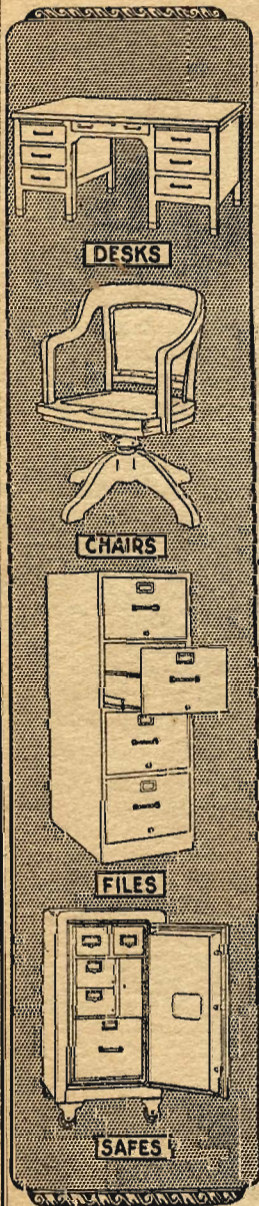
The directory has a 100 per cent prospect circulation inasmuch as its very nature makes it sell only where it will be used. Its circulation is not so much gauged by the number of copies sold as by the number of people who consult it. There are directory libraries maintained throughout the country for reference purposes, and in them may be found all the most important directories published. Surprise is often expressed by librarians at the number of people who are constantly consulting these sources of information.

There are many kinds of directories and "catalogs," each covering some trade, or locality, or group interest, in which organized information may be found that is useful to the buyer. In every buying center the local directory presents a medium of universal accessibility. For over a hundred years people have been accustomed to refer to it as a logical place to find certain kinds of information. A system of exchange enables each publisher to offer free access to a file of the latest issues of directories from all over the country. This gives every local advertisement a nation-wide accessibility.

The long life of a directory advertisement is a strong point in its favor. It has an existence of 365 days and sometimes twice that, depending on the frequency of issue. It is always kept where it can be found by the buyer when he wants it.

It has a strong appeal for institutional advertising, as reputable publications give prestige to the advertisers who patronize them. It is a significant fact that from 80 to 90 per cent of the advertising in these publications is renewed year after year.

# H.S. CROCKER CO. Inc.



Telephone/ Save Time/ Instant Service/  
Immediate Delivery!

A special department to serve your requirements in  
STATIONERY, PRINTING, OFFICE SUPPLIES and OFFICE FURNITURE.  
Call Main 264 and ask the operator for the "SERVICE DEPARTMENT"

*Printing*

Call the  
**CROCKER**  
SALESMAN  
Main 264

**H.S. CROCKER CO. Inc.**  
923 K Street Sacramento.

SAN FRANCISCO

LOS ANGELES

# SACRAMENTO CITY DIRECTORY 1929

Containing an Alphabetical List of Business Firms and  
Private Citizens of the City and Its Environs;  
a Revised Street and Avenue House-  
holders Guide, also a

**“BUYERS’ GUIDE”**

AND A COMPLETE

**CLASSIFIED BUSINESS DIRECTORY**

For Detailed Contents See General Index

PRICE



\$15.00

**SACRAMENTO DIRECTORY CO., Publishers**

423 J STREET

(Directory Library for Free Use of Public at 423 J Street)

Member Association of North American Directory Publishers

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Larkin Printing Co. Sacramento, Cal.

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# INTRODUCTION

The Sacramento Directory Co., publisher of the Sacramento Directory, presents to subscribers and the general public, this, the 1929 edition of the Sacramento City Directory.

Confidence in the growth of Sacramento'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 Sacramento to the world.

The enviable place occupied by these 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 co-operation 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 Sacramento Directory will fulfill its mission as a source of authentic information pertaining to the city.

## POPULATION

The estimated population of Sacramento is 110,723, based on the number of individuals' names in the alphabetical section of the directory, with due allowance for children and for women whose names are not listed separately from those of their husbands. Territory immediately adjacent, which is part of the city, as far as business and social life are concerned, is included in the directory.

## MAJOR DEPARTMENTS

THE BUYERS' GUIDE, pages 13 to 56, printed on tinted paper, contains the advertisements of leading manufacturing, business and professional interests of Sacramento. 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 keen to familiarize themselves with sources of supply. The city's activities, in many interesting phases, are authentically pictured. In an ambitious and progressive community like Sacramento, the necessity of having this kind of information immediately available, is very great, and frequently, pressing. General appreciation of this fact is evidenced by the liberal support the city directory enjoys in the many fields which it serves.

THE ALPHABETICAL LIST OF NAMES of residents, business firms and corporations is included in pages 57 to 645.

DIRECTORY OF HOUSEHOLDERS, TENANTS OF OFFICE BUILDINGS AND OTHER BUSINESS PLACES, AND STREET AND AVENUE GUIDE covers pages 649 to 852. In this section the names of the streets and avenues are arranged in alphabetical order; the residences and business houses are arranged numerically under the name of each street and avenue, and the names of householders and business concerns are placed opposite the numbers.

THE CLASSIFIED BUSINESS DIRECTORY is included in pages 853 to 962. This department lists the various manufacturing, mercantile and professional interests in alphabetical order under appropriate headings. This feature constitutes an invaluable and indispensable epitome of the business interests of the community. "The Directory is the common intermediary between Buyer and Seller." As such it plays no small part in the daily doings of the business world. "More goods are bought and sold through the Classified Business Directory than through any other medium."

## 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 Sacramento, for business men everywhere, realize that the city directory represents a community as it really is.

## THE SACRAMENTO DIRECTORY LIBRARY

Through the courtesy of the publishers of the Sacramento City Directory, a Directory Library is maintained in the offices at 423 J Street, for free reference by the general public. This library is one of the system of more than 400, installed and operated in the chief cities of the U. S. and Canada, under the supervision of the Association of North American Directory Publishers, of which The Sacramento Directory 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.

SACRAMENTO DIRECTORY CO.



## STATISTICAL REVIEW

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Name of City—Sacramento.

Slogan or Sub-phrase—"Heart of California."

Form of Government—City Manager-Council.

Population—65,908 (1920) (Gov't); 110,723 (1929) Estimated.

Area—14 square miles.

Altitude—25 feet.

Assessed valuation—\$119,736,770 with \$2.08 mill tax.

White population is 108,723.

Colored population is approximately 2000.

White population of age: Males, 40,000; females, 35,000.

Number of all males is 58,009, and of all females is 52,714.

Native born population is 78.8 per cent of whole population.

Predominating nationalities in city are Italians, Mexicans, Chinese and Japanese, Portuguese, Swiss, Austrians.

Parks number 15 with 1264 acres valued at \$2,428,750.00.

City's bonded debt is \$8,455,790.00.

Financial—11 banks, 4 trust companies with total deposits of \$96,101,823.76, resources \$103,759,887.45, and clearings of \$387,204,234 annually; 11 savings banks with \$53,948,003.60 total deposits.

Post Office receipts of \$892,031.00.

Telephones in service—29,584.

Church buildings—65.

Building and construction—Value of building permits \$5,559,416.95, with 751 new dwelling units constructed this year.

Industry—Number of establishments 575, employing 8500 men and 5000 women, paying wages \$21,119,003 annually, and having products valued at \$67,427,683 annually.

Trade—Territory (retail) serves 350,000 people within the trading area covering a radius of 50 miles. Jobbing territory serves 500,000 people within a radius of 250 miles.

Hotels—There are 132 hotels, with total of 6500 rooms. Newest hotel was built in 1928.

City served by 3 steam, 3 electric railroads.

Amusements—Largest theatre or auditorium seats 5000 people. There are 13 theatres.

Hospitals number 4 with 973 beds.

Education—Names of colleges, etc. Number of schools 35, including 1 high school, 5 parochial and diocesan schools. Number of pupils in public schools 22,713, in private schools 1700. Total of all teachers is 796. Value of all school property, private and public, approximately \$8,021,218.00.

There are 593,923 volumes in the libraries of the city.

City Statistics—Total street mileage, 255; with 231 miles paved, none under construction or ordered. Miles of gas main laid, 14; of sewers, 3; electric street railway, 44; capacity of water works, 64,000,000 gallons, daily average pump of 23,910,000 gallons, with 219 miles of mains and value of plant estimated at \$3,000,000 (bond issues). Fire department employs 181 men with following equipment: 6 autos, 8 pumping engines, 4 hose and chemical wagons, 3 hook and ladder trucks, in 13 station houses. Value of fire department with property is \$181,505. Police department has 110 men with 1 station and 11 pieces of motor equipment, 7 motorcycles.

# Sacramento Facts and History

## AGRICULTURAL

Sacramento Region produces 35% of the total value of agricultural products in the State of California.

## INDUSTRIAL

Number of Manufacturing Plants:

1919.....284

1928.....575

Annual value of Manufactured Products: \$67,427,683.

## LOCATION

Geographic and economic distribution center of the Sacramento Region, composed of twenty-one counties possessing over fifty per cent of the water resources of the State of California, rich agricultural lands and diversified industrial resources including precious and industrial mineral deposits, lumber and hydro-electric power.

## RAW MATERIALS

Center of great producing area including the widest diversification of resources in the State.

## TRANSPORTATION

Three transcontinental railroads. Three interurban electric lines. Three Sacramento River steamer lines, 265 vessels. Nine motor stage lines. Nine motor truck lines.

## POWER

Abundance of electric power at low rates.

## WATER

Excellent municipal water supply in abundance at exceptionally low rates.

## AVAILABLE SITES

Excellent locations on rail and water or both, available at reasonable cost.

## MUNICIPAL CONDITIONS

Conservative tax rates, excellent housing conditions, progressive city government providing ample facilities for industrial expansion.

## LABOR

Largest labor market west of Chicago with excellent relations prevailing.

## OPPORTUNITY

A sound, prosperous, expanding section of California with increasing markets.

## The Sacramento Chamber of Commerce

Is at your service for further information.

**S**ACRAMENTO, the "Heart of California" and capital city of the state, is located at the confluence of the Sacramento and American rivers, in the center of the greatest agricultural, mineral and timber producing area of California. With a background of history closely entwined with some of the great epochal events in the civilization and development of the Pacific Coast, Sacramento through her years of civic and commercial progress, has maintained leadership among the cities of the West. It is now the largest interior city in California and one of the most rapidly growing cities in America.

The close of the year 1928 marked a seven-year period of development not matched by any previous twenty-year period in the history of the city. This was due to the splendid development of the Sacramento Valley and mountain counties, to the growth of Sacramento as a commercial and manufacturing center, and to the program of municipal improvements undertaken by the citizens themselves through the municipal government. Under the business-like regime of the City Manager-Council form of government, which has been in force since June 30, 1921, more than \$80,000,000 was expended in building permits, bond funds, municipal budgets and allied activities. Building permits have averaged nearly \$9,000,000 per year for seven years.

Sacramento has graduated from the class of the ordinary capital city to a thrifty metropolis of approximately 112,500.

The westward movement of population has found Sacramento one of the beautiful cities of the Golden State, a comfortable and prosperous community in which to live.

The city is built on a level plain with an incorporated area of fourteen square miles. The climate is semi-tropical, with an average mean annual temperature of sixty degrees, and an annual average rainfall of 18.28 inches (U. S. Weather Bureau 50-year record).

Sacramento's most notable beauty is in its wide tree-lined streets and its 1219 acres of municipal parks. No city in the West equals this city in number of street trees, cared for and protected by the city government.

Sacramento is the home of the annual California State Fair, the largest and most successful exposition of its kind in the United States.

Notable among the historic points of interest are Sutter's Fort, now entirely restored to its original form, and maintained as a state museum, housing a priceless exhibit of relics of pioneer days Crocker Art Gallery, one of the largest and most valuable art collections in the West; and the \$8,000,000 group of Capitol buildings,



STATE CAPITOL BUILDING

surrounded by a 40-acre state park world-famed for its beauty and the more than one thousand varieties of trees, shrubs and flowers gathered from every country on the globe.

Sacramento's school system is recognized as one of the best in a state noted for its educational progress, with a \$1,500,000 high school and a \$600,000 Junior College typical of its outstanding excellence. On the Junior College Campus was erected last year a splendid stadium, costing \$175,000 and seating 25,000.

The beauty of its residential sections, modern public and business buildings, beautiful churches and splendid hospitals add to its attractiveness as a home city.

Sacramento's recently completed million dollar Memorial Auditorium, splendid hotel and restaurant accommodations and its metropolitan theatres have made it an outstanding convention center, exceeded in numbers of state and national convention gatherings only by Los Angeles and San Francisco.

Most remarkable of any feature of its development has been Sacramento's industrial growth. More than five hundred industrial plants furnish employment for approximately one-fifth of the city's population.

The Southern Pacific Shops in Sacramento are the second largest in the world, employing regularly 4000 men. The company has a total of 5134 employees in Sacramento, with an annual payroll of \$7,292,503. The Western Pacific, with its main shops here, employs more than 600, with an annual payroll of nearly \$1,000,000.

The principal industry is that of canning fresh fruits and vegetables, Sacramento's four canneries being the largest in California and two of them the largest institutions of their kind in the world. The twenty canneries in Sacramento County produce annually 18% of the total output of the 209 canneries in California. The recently completed plant of the American Can Company is the largest and most modern of the can factories operated by that national concern, emphasizing Sacramento's position as the canning center of the state.

Sacramento has the only almond shelling plant in the world, and more than fifty per cent of the state's total almond output is handled here.

Flour and feed mills, slaughtering and meat packing houses, rice and bean cleaners, clay, pipe and pottery works, lumber and box factories and similar institutions convert into manufactured products other raw material provided by the vast agricultural, timber and mineral wealth of the region.

The region of which Sacramento is the metropolis and trading center—the twenty-one counties of Northern California—east of the Coast Range—produces 35% of California's total agricultural yield; 75% of its precious and structural mineral products; and has 9,000,000 of the 14,000,000 acres of virgin timber still standing.

The sale value of the raw products of farm, mine and mill in this region in 1928 was

**Agricultural Products:**

Field Crops .....	\$52,000,000	
Fruits .....	25,000,000	
Dairy Products .....	16,000,000	
Vegetables .....	10,000,000	
Poultry Products .....	8,000,000	
Wool and Lambs .....	6,000,000	
Beef and Pork .....	5,000,000	
		\$122,000,000
Mineral Products .....		48,000,000
Lumber .....		30,000,000
		\$200,000,000

And to this might be added the estimated wholesale value of its hydro-electric power production, totalling.....\$100,000,000

Making a total of.....\$300,000,000

Sacramento is the banking center of interior California, served by eleven strong banking institutions, whose combined clearings average \$450,000,000 annually, and whose total deposits exceed \$100,000,000.

## HISTORY

Historically, Sacramento is associated with three great epochal events in California's development.

The settlement established August 12, 1839, by Capt. John A. Sutter at Sutter's Fort, now Sacramento, was the first settlement of white men in interior California, and marked the beginning of agricultural development that has made California third among the states of the Union in total value of its agricultural products.

The discovery of gold January 24, 1848, by James W. Marshall, one of Sutter's men, at Coloma, sixty miles east of the city, brought about the great gold rush of '49 and '50, which so quickly populated the state that it was admitted to full-fledged statehood September 9, 1850.

The transcontinental railroad started from Sacramento in 1863 and completed in 1869 (the old Central Pacific, now Southern Pacific), was the first to link the West to the East with bands of steel, and from the viewpoint of lasting benefits, overshadows even Marshall's discovery.

Sacramento was incorporated in 1849 and chosen as Capital of California in 1854.

## FASTEST GROWING COUNTY

Sacramento is County Seat of the fastest growing farm county in California, according to the Federal Farm Census.

The census of 1910 gave Sacramento County 1601 individual farms. In 1920 the number had grown to 2975 and in 1925 to 3921. This was an increase of 144% for the 15-year period, 1910-25. The 1930 census will note this rate of increase continuing.

With the increase in number has come a corresponding decrease in average size. Great grain farms have yielded to subdivision and intensive cultivation in more profitable crops. The average in 1910 was 295.5 acres, in 1925, 114 acres per farm. The average value in 1910 was \$71.09 per acre. In 1925 it was \$179.73. Total value of all farms and buildings in the county in 1910 was \$33,630,820, in 1925, \$80,399,382—an increase of 138%.

## UNEQUALLED DIVERSIFICATION

Sacramento County, according to County Horticultural Commissioner A. E. Morrison, is the most diversified in its products of any county in California. This remarkable diversification is what makes for stable and year round prosperity.

Sacramento County produces, successfully and in large quantities, more than twenty varieties of fruits and nuts, and every known American vegetable. Some crop is in harvest every month of the year.

Coupled with rich soil, ample water and intensive farming methods, this diversity places Sacramento County in a place of conspicuous leadership among the high producing counties of California.

Sacramento County tops the list in several of the highly developed specialty crops:

ASPARAGUS—Nearly half of the world's supply—  
 CELERY—One-quarter California's total crop—  
 PEARS—Leads all other counties in the state—  
 SPINACH—One-fifth California's total crop—  
 TOMATOES—One-third the state total.

Sacramento County is the third largest poultry producing center in California. It offers ideal conditions for dairying and live-stock production.

Land prices, available markets and ideal conditions assure success to the man who knows how and will farm right.

### THE SACRAMENTO CHAMBER OF COMMERCE

This organization is the active representative of the commercial, industrial, financial and civic interests of Sacramento in promoting its welfare and prosperity. The Chamber is completely departmentalized, with Industrial, Agricultural, Mining, High-



AERIAL VIEW OF STATE CAPITOL

way, Tourist and Resort, Exhibit and Publicity departments, under experienced managers, set up for the purpose of supplying complete and authentic information on matters relating to Sacramento and Northern California. Arthur S. Dudley is Secretary-Manager. The Chamber occupies its own building at 917 Seventh Street.

### BOOKLETS FOR FREE DISTRIBUTION

For additional detailed information call on the Chamber of Commerce for the following booklets:

- "Sacramento"
- "The Key to Sacramento"
- "Hub of Western Industry"
- "Map of Sacramento City and County"
- "Fruits and Vegetables"
- "Livestock and Poultry"
- "Northern California Oranges"
- "Production Record of Sacramento Region"
- "Mining in Northern California"
- "Key to California's Resort Wonderland"
- "The Romance of California"