

SACRAMENTO DIRECTORY CO'S
SACRAMENTO
CITY
DIRECTORY
1930

INCLUDING NORTH SACRAMENTO

Containing an Alphabetical List of Business Firms and Private Citizens, a Revised Street and Avenue Householders Guide, a Numerical Telephone Guide and Much Information of a Miscellaneous Character, also a

"BUYERS' GUIDE"

AND A COMPLETE

CLASSIFIED BUSINESS DIRECTORY

For Detailed Contents See General Index

PRICE



\$17.50

SACRAMENTO DIRECTORY CO., Publishers

423 J STREET

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INDEX TO CONTENTS

	Page
Abbreviations	56
Sacramento Alphabetical List of Names.....	57
Buyers' Guide	17
City Government	513
Classified Business Directory.....	381
County Government	514
Householders	649
Introduction	10
North Sacramento Alphabetical List of Names.....	863
Numerical Telephone Guide.....	969
State Offices and Officers.....	562
Street and Avenue Guide.....	649
United States Offices and Officers.....	216

INDEX TO ADVERTISERS

	Page
Acme Transfer & Storage Co.....	53
Affleck, A. J.....	right side lines, 29 and 42
Albright, S. S. & Co.....	back cover and 21
American River Auto Camp.....	left bottom lines and 20
Artz, Cook & Drew.....	right top lines and 49
Associated Oil Co.....	46
Bainbridge, Alan S.....	back cover and 18
Benjamin & Rackerby.....	47
Bennett, L. L.....	right bottom lines and 30
Berry's Foundry.....	left side lines and 31
Blue Ribbon Products Co.....	26
Blyth & Co.....	23
Boucher Co.....	left side lines and 37
Breuner, John Co.....	32
Brown, Oscar F.....	right bottom lines and 36
Burnett & Sons.....	47
California State Life Ins. Co.....	39
California Tourist Assn.....	right side lines and 53
Capital Building & Loan Assn.....	front edge and 25
Capital City Title Co.....	18 and 53
Capital Dairy Co.....	front cover and 28
Capital Furniture Mfg Co.....	31
Capital Lumber Co.....	left top lines and 44
Capital National Bank.....	22
Capital Parcel Delivery.....	right side lines and 47
Carlaw Bros.....	Z
Cascade Laundry.....	right top lines and 43
Castenholz & Dittmar.....	19
Cavalier, Wm. & Co.....	front cover and 42
Cippa, F. T.....	right top lines and 54
Citizens Bank of Sacramento.....	22
Citizens Mortuary Co.....	left top lines and 54
Consumers Ice & Cold Storage Co.....	left bottom lines and 36
Crocker, H. S. Co.....	4
Crystal Ice & Cold Storage Co.....	37
Cutter Mill & Lumber Co.....	front cover and 44
Deschler's	46
Diamond Match Co.....	43
Duchez, Jerome.....	25
Electric Transfer & Storage Co.....	54
Elliott & Huston.....	50
Emigh-Winchell Hardware Co.....	33
Farmers Automobile Inter-Insurance Exchange.....	left top lines and 41
Ferguson, D. F. Co.....	39
Fidelity Title Insurance Co.....	Telephone Guide Tab Insert
Fleming, Chas. N. Co.....	backbone and 49
Friend & Terry Lumber Co.....	right top lines and 45
Fuller, W. P. & Co.....	right side lines and 46
Gleie, H. E.....	46
Golden State Hotel.....	right top lines and 3
Gormley, W. F. & Sons.....	left top lines and 55
Hackett Realty Co.....	50
Hale Bros.....	right top lines
Hanrahan-Burns Fuel Co.....	tab insert at classified "Coal" and 26
Head College.....	30
Hendy, Joshua Iron Works.....	right top lines and 2

INDEX TO ADVERTISERS—Continued

	Page
Henry's Law & Collection Co.	top and bottom ends, 19 and 26
Hickman-Coleman Co.	40
Hing, T. Wah & Son	right bottom lines and 3
Hotel Land	24
Hotel Main	26
Hotel Senator	35
Howe's Normal Academy	30
Jefferson Standard Life Ins. Co.	front cover and 37
Jenkins, Geo. R. Co.	right top lines and 38
Katzenstein, C. L. & Co.	left top lines and 38
Klumpp, G. L.	55
Lagomarsino, F & Sons	front cover and 52
Larkin Printing Co.	left bottom lines and 49
Leonard Ben Co.	50
Lincoln National Life Ins. Co.	right side lines and 40
Lumbard, Chas.	backbone and 19
Luppen & Hawley	48
Mason's Laundry	left bottom lines and 43
Matraia & Zappettini	31
McCarthy & McGee	right bottom lines and 39
McClatchy Realty Co.	50
McGillivray Construction Co.	27
McIntyre, F. A.	48
Meigs, J. J. & Co.	23
Miller, C. E.	40
Miller & Cahill	48
Mitchum, Tully & Co.	22
Moeller Auto Sales Co.	21
Montgomery Ward & Co.	back cover and 28
Moore & Garlick	48
Morrison Chevrolet Co.	left top lines and 22
Morrissey Co.	51
Mott, C. A.	right top lines and 3
Motor Vehicle Loan Co.	20
National Mercantile Agency	front cover, right bottom lines, 20 and 26
Nauman, H. A. & Son	55
New Capital Fish Co.	right side lines and 31
Noack-Harger Co.	42
Norcross & Wheeler	right side lines and 18
Northwestern Mutual Life Ins. Co.	right top lines and 40
Olympic Hotel	left side lines and 36
Opdyke, Paul R.	back cover and 27
Palace Laundry	right bottom lines and 43
Parise-Moulton	right side lines and 29
Pease Studio of Music	right top lines and 29
Peterson, Ellis	left top lines and 55
Realty Exchange	left top lines and 51
Reliable Electric Works	30
Robertson-Govan Co.	front cover, left top lines, 41 and 51
Russell & Logan	23
Sacramento Abstract & Title Co.	18 and 53
Sacramento Brick Co.	24
Sacramento Building Block Co.	left top lines and 25
Sacramento Institute of Accountancy	left top lines and 19
Sacramento Pipe Works	47
Sacramento Real Estate Co.	left side lines and 51
Sherman, Clay & Co.	45
Silvius & Schoenbackler	right bottom lines and 24
Superior Lumber & Fuel Co.	45
Tucker Hunter Dulin & Co.	tab insert preceding classified
Ultra-Mode Studio of Massage	45
Universal Motor Co.	backbone and 22
Valley Gasoline Stations	left side lines and 21
Waters, Neidoffer & Waters	52
Watson, L. F.	left side lines, 20 and 27
Weinstock, Lubin & Co.	left top lines
Wells Rent A Car	left side lines and 21
Wentz, J. H.	right side lines and 41
Wholesale Typewriter Co.	left side lines and 51
Witter, Dean & Co.	24
Wright & Kimbrough	52

INTRODUCTION

THE SACRAMENTO DIRECTORY CO., publisher of the Sacramento City Directory, presents to subscribers and the general public this, the 1930 edition of the Sacramento City Directory, which also includes North Sacramento.

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.

FIVE MAJOR DEPARTMENTS

THE BUYERS' GUIDE, pages 17 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 632.

DIRECTORY OF HOUSEHOLDERS, TENANTS OF OFFICE BUILDINGS AND OTHER BUSINESS PLACES, AND STREET AND AVENUE GUIDE covers pages 649 to 856. 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 881 to 967. 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.

NUMERICAL TELEPHONE GUIDE is given on page 969.

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

INTRODUCTION—Continued

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 appreciately 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.



SACRAMENTO STATISTICAL REVIEW

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 (1930) Estimated.

Area—14 square miles.

Altitude—25 feet.

Assessed valuation—\$121,517,335 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.

Financial—11 banks, 4 trust companies with total deposits of \$139,354,799.20, assets \$146,926,677.09, and bank reserves of \$77,305,197.67; 11 savings banks with \$53,094,740.07 total deposits.

Post Office receipts of \$894,486.96.

Telephones in service—30,975.

Church buildings—65.

Building and construction—Value of building permits, \$4,409,245.37, with 676 new dwelling units constructed this year.

Industry—Number of establishments 604, employing 8500 men and 5000 women, paying wages \$23,927,874 annually, and having products valued at \$73,589,278 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 134 hotels, with total of 8976 rooms. Newest hotel was built in 1929.

City served by 3 steam, 3 electric railroads.

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

Hospitals number 4 with 978 beds.

Education—Number of schools 35, including 1 high school, 5 parochial and diocesan schools. Number of pupils in public schools 24,564, 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, 260, with 235 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 183 men with following equipment: 6 autos, 8 pumping engines, 4 hose carts, 5 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
1929.....	604

Annual value of Manufactured Products, \$73,589,278.

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.

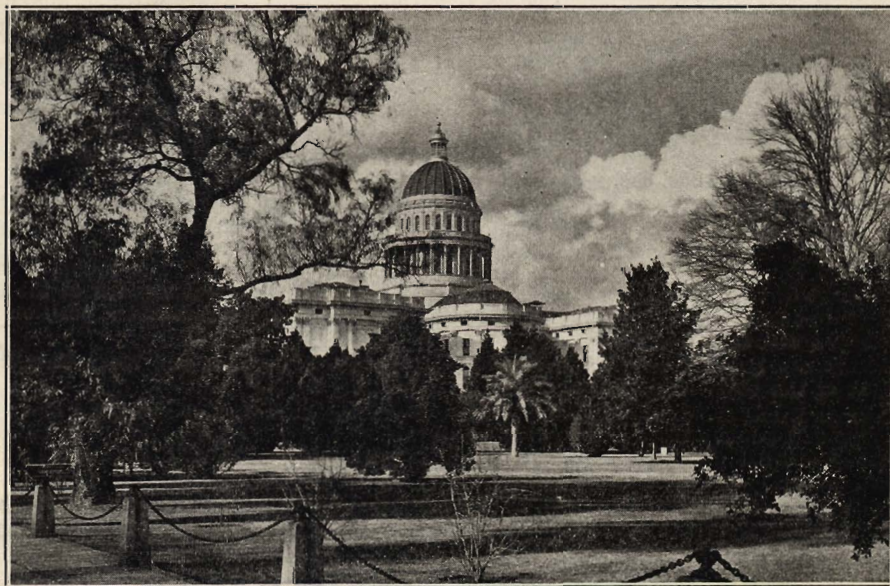
The Sacramento Chamber of Commerce

Is at your service for further information.

SACRAMENTO

SACRAMENTO, 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 1929 marked an eight-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



STATE CAPITOL BUILDING

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 110,750.

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, 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 in 1928 a splendid stadium, cost \$175,000 and seating 25,000.

Sacramento's Junior College ranks in point of attendance as the largest Junior College in California. Attendance for the 1928-29 term was 2211, with 51 teachers on the staff. Students are registered from 37 counties in the state, from Del Norte and Modoc on the north to Riverside and San Bernardino in the south; from twelve other states; and from seven foreign countries, including India, Japan, China and Russia. The college, which has grown from an infant in 1926 with an initial enrollment of 45, is housed in a group of beautiful buildings on a 61-acre campus, representing an investment of bond money totaling \$600,000.

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



AERIAL VIEW OF STATE CAPITOL

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 livestock 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, Highway, 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"

"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"