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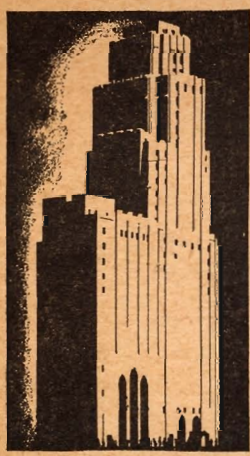
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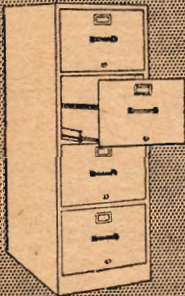
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SACRAMENTO DIRECTORY CO'S
SACRAMENTO
CITY
DIRECTORY
1932

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 Mis-
cellaneous 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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INTRODUCTION

THE SACRAMENTO DIRECTORY CO., publisher of the Sacramento City Directory, presents to subscribers and the general public this, the 1932 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 99,376 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 60, 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 61 to 607.

DIRECTORY OF HOUSEHOLDERS, TENANTS OF OFFICE BUILDINGS AND OTHER BUSINESS PLACES, AND STREET AND AVENUE GUIDE covers pages 609 to 814. In this section the names of

INTRODUCTION—Continued

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 837 to 917. 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 pages 919 to 1009.

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.

SACRAMENTO STATISTICAL REVIEW

Name of City—Sacramento.

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

Form of Government—City Manager-Council.

How Incorporated—City.

Population—1930 U. S. Census report, 93,750; local estimate at present, 99,376. (The following based on the 1930 U. S. Census): White population of age: Males, 31,898; females, 34,179. Total colored (Negro) population, 762. Total number of males in city, 49,790; females, 43,960. Native white population is 76.4% of the whole. Predominating nationalities of foreign-born residents: Italians, Germans, English, Canadians, Irish.

Area—14 square miles.

Altitude—25 feet above sea level.

Climate—Mean annual temperature, 60 degrees F.; average annual rainfall (or precipitation), 17.95 inches (50 yr. average).

Parks number 25, with total acreage of 1204, valued at \$2,693,300.00.

Assessed Valuation—\$121,944,545, with \$2.05 per \$100.00 tax rate.

Bonded Dept—\$8,203,090.00.

Financial Institutions—9 banks and 2 trust companies, with total deposits of \$111,887,318.01 on December 31, 1930, and clearings of \$354,648,310.80 for year 1930; 9 savings banks, with total savings deposits of \$52,598,190.85 on December 31, 1931; 6 building and loan associations.

Postal Receipts—\$926,284.47 for year ending December 30, 1930.

Telephones in Service—31,894.

Churches number 60, representing 21 denominations.

Building and Construction—Number of building permits issued, 1785; valued at \$3,062,366.95, with 370 new dwelling units constructed in 1930.

Real Estate—Number of families (each apartment considered a home) 29,387, with about 65% owned by occupants.

Industry—Chief industries of the city and surrounding territory, manufacturing, agriculture, transportation, distribution and trading center. Number of manufacturing establishments 202, employing 7103 men and women, paying wages of \$10,319,439 annually, and having products valued at \$50,045,281 annually as per report covering the year 1929. Principal manufactured products: Fruit and vegetable canning, railroad manufacturing and repair shops, slaughtering and meat packing, rice cleaning and polishing, sheet metal and tin cans, flour and mill feeds, almond shelling, printing and bookbinding.

Trade Area—Retail area has radius of 100 miles, and population of 200,000. Wholesale area has radius of 370 miles, and population of 1,500,000.

Newspapers—Daily, 3; daily and Sunday, 2; weekly, 5.

Hotels number 124, with total of 7985 rooms. Newest hotel opened in 1929.

Railroads—City served by 5 railroads, as follows: Southern Pacific, Western Pacific, Santa Fe. Electric (2), Sacramento Northern, Central California Traction Co.

Highways—The following highways run through, or to, the city: U. S. 40, U. S. 50, U. S. 99.

Airports number 3 in, or near, the city. Is there a municipal airport? Yes.

Amusements—Largest auditorium (municipal) in city seats 5000 persons. 15 moving-picture theatres, with total seating capacity of 15,628 persons. 1 "legitimate" theatre, with total seating capacity of 990 persons. Number of golf courses in, or near, the city, 3.

Hospitals number 6 (including 2 emergency), with total of 889 beds.

Education—Number of public schools 31, including 1 junior college, 1 senior high school and 5 junior high schools. Number of parochial schools, 6. Number of pupils in public schools, 20,506. Number of teachers in public schools, 785. Value of public school property, \$3,023,360.00.

Public Libraries—(number, including branches) 5, with total of 477,716 volumes.

City Statistics—Total street mileage 289, with 246 miles paved and none under construction. Miles of gas mains, 350; of sewers (sanitary), 270; of electric street railway, 44. Number of water meters, 22,429; light meters, 32,069; gas meters, 27,122. Capacity of water works (municipal), 64,000,000 gallons, with daily average pump of 23,000,000 gallons; 229 miles of mains, and plant valued at \$3,500,000. Fire department has 188 paid men, with 7 autos, 9 engines, 9 hose and chemical wagons, and 3 hook-and-ladder trucks, in 14 station houses. Value of fire department real estate and equipment, \$432,690. Police department has 124 men, with 1 station and 19 pieces of motor equipment. Value of police department real estate and equipment, \$138,458.

SACRAMENTO FACTS AND HISTORY

Agricultural

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

Industrial—1930

Number of manufacturing plants.....	202
Wage earners	7,103
Payroll	\$10,319,439
Cost of materials.....	\$27,079,138
Value of products.....	\$50,045,281

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. Two 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.

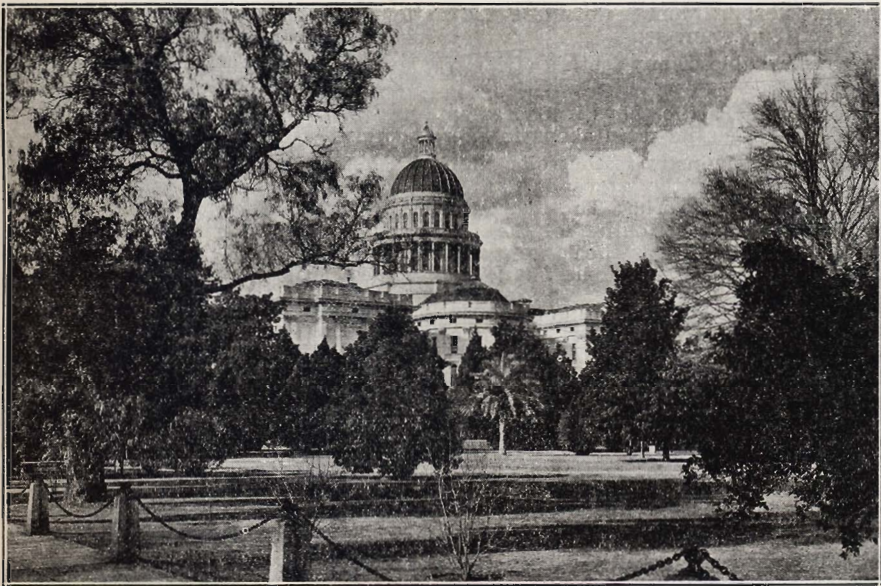
The Sacramento Chamber of Commerce

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 1931 marked a ten-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



STATE CAPITOL BUILDING

government, which has been in force since June 30, 1921, more than \$81,000,000 was expended in building permits, bond funds, municipal budgets and allied activities.

Sacramento has graduated from the class of the ordinary capital city to a thrifty metropolis of 99,376.

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 17.95 inches (U. S. Weather Bureau 50-year record).

Sacramento's most notable beauty is in its wide tree-lined streets and its 1204 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 \$12,000,000 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 23,000.

Sacramento's Junior College ranks in point of attendance as the largest Junior College in California. Enrollment for the 1931-32 term was 2050, with 61 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 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.

The Southern Pacific shops in Sacramento are the second largest in the world. The Western Pacific has its main shops in Sacramento.

The principal industry is that of canning fresh fruits and vegetables, Sacramento's three 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 309 canneries in California. The 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 sixty-five 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.

Sacramento County is most fortunately situated with regard to transportation. Three great transcontinental railroad systems, the Southern Pacific, Western Pacific and Santa Fe, offer quick transportation to Eastern markets. Two interurban electric lines, the Sacramento Northern Railway and Central California Traction, supplement the steam roads.

The Sacramento River, ranking among the foremost in the nation in amount of tonnage carried and first in per ton value of cargo, offers rapid and cheap water transportation to San Francisco Bay and world markets. The three principal river transportation companies are the California Transportation Company, Sacramento Navigation Company and Fay Transportation Company. The California Transportation Company operates palatial passenger steamers to San Francisco on daily schedule.

Paved county highways supplement the main trunk lines of the great state highway system to every important center in the county, and stage lines radiate in every direction.

Transcontinental and coastwise air mail, express and passenger lines center at Sacramento's Municipal Airport and the Government-owned Mather Field.

Sacramento is the banking center of interior California, served by nine strong banking institutions, whose combined clearings totalled \$354,648,310 in 1930, and whose total deposits amounted to \$111,887,318.

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.

Sacramento County Farm Facts

THE census of 1910 gave Sacramento County 1601 individual farms. In 1920 the number had grown to 2975 and in 1930 to 3882. This was an increase of 41% for the 20-year period, 1910-30.

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.

The following table shows the acreage planted to leading fruits and nuts in 1931: Almonds, 2,313; apples, 306; apricots, 793; cherries, 781; figs, 222; grapefruit, 65; grapes, 16,500; lemons, 38; olives, 4,401; oranges, 1,457; peaches, 4,387; pears, 9,000; persimmons, 69; plums, 4,116; prunes, 4,086; strawberries, 700; walnuts, 398.

Leading vegetables and the acreage planted in 1931: Asparagus, 58,700; beans, peas, pumpkin, radishes, etc., 3,000; sugar beets, 2,000; table beets, 100; cabbage, 200; cauliflower, 100; celery, 2,430; cucumbers, 1,500; lettuce, 900; onions, 750; spinach, 1,900; tomatoes, 3,000.

One of California's best opportunities for successful and profitable orange production

is offered in the beautiful foothill "thermal belt" which forms the eastern part of Sacramento County, embracing the districts of Fair Oaks, Orangevale, Citrus Heights, Carmichael, Arcade and Folsom. Oranges have been grown for thirty years in this section, to prove beyond question the adaptability of its soil and climate. Fruit ripens weeks ahead of that in Southern California, to reach Thanksgiving and Christmas markets, avoiding danger of late-season frosts.

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.

Unequaled 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.

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—Canning 90% of the world's supply—

CELERY—Producing one-quarter California's total crop—

PEARS—Leads all other counties in the state—

SPINACH—Growing one-fifth California's total crop—

TOMATOES—Producing 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, 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"

"California's Resort Wonderland"

"The Romance of California"